

American
Cancer
Society

ADMINISTRATIVE FILE

American Cancer Society
X Sims, Phillip C.
X Contributions

June 4, 1963

Mr. Phillip C. Sims, Field Representative
Southeastern Michigan Division, Inc.
American Cancer Society
2895 West Grand Boulevard
Detroit 2, Michigan

Dear Mr. Sims:

Your letters of May 2nd and 28th have been received, and I regret that we have not answered sooner.

However, in answer to both communications our organization is not in any position at this time to make a contribution to your fund.

Very truly yours,

H. J. Gibbons
Executive Assistant to the
General President

HJG/yk

AMERICAN
CANCER
SOCIETY



SOUTHEASTERN MICHIGAN DIVISION, INC.
Serving the Tri-Lake Area with the World's knowledge and experience in Cancer Control
2893 WEST GRAND BOULEVARD • DETROIT 2, MICHIGAN • TR 2-2277

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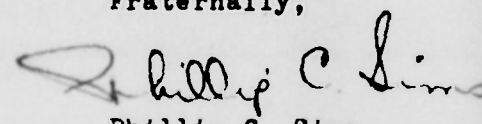
Dear Mr. Hoffa:

I'm writing as a follow up to my letter of May 2. Due to the fact that I have not received a reply and being a persistent type, I felt it incumbent of me to sent this brief follow-up letter.

As I've pointed out in both previous letters, I am extremely interested in reaching as many members of the Teamsters International as possible. To do this adequately, I need your help. Note that I enclose herewith, a copy of the May 2, letter.

Hoping to hear from you soon. With every good wish,

Fraternally,


Phillip C. Sims
Field Representative

PCS/cd

Enc.

May 2, 1963

Mr. James Hoffa
President
International Brotherhood of Teamsters
2801 Trumbull
Detroit 16, Michigan

Dear Mr. Hoffa:

I'm writing in regards to the letter I sent you on October 17, 1962. On October 20, 1962, I received a reply from Mr. Frank E. Fitzsimmons stating for me to contact Mr. George Roxburgh. However, Mr. Roxburgh was in the midst of preparing for re-election and we were never able to get together.

I'm still very much interested in reaching as many members of your International Union as possible. Cancer, this country's second leading cause of death, knows no favorite. From one trade unionist to another, I'm asking you to decide in favor of the Teamsters member who may die of cancer, unless we reach him in time with life-saving information.

As you may already know, we conduct our annual fund-raising and educational crusade each April. While the final figures are not available, I am able to report that more people were reached in the Tri-County Area with life-saving information than ever before. This is based on the amount of American Cancer Society literature distributed to the public. With final reports still to come in and be counted, it looks like another good year in our fight against this dread disease.

Speaking in behalf of the more than 30,000 American Cancer Society volunteers in the Tri-County Area, and the more than two million volunteers across the country,

Mr. James Heffa, President
International Brotherhood of
Teamsters

May 2, 1963

we would certainly welcome a generous contribution from the Teamsters International Union. Such a contribution would be counted in the 1963 April Crusade. The cancer problem is a continuous one that requires continuing funds for our nationally co-ordinated programs of research, education and service.

I can arrange to have some of the country's leading cancer research personnel and educators meet with you, at your convenience, to discuss why your help is greatly needed. I feel certain you would be interested in our local and national programs. Knowing that dollars will speed the ultimate victory, we are seeking funds by every means at our command.

We, meaning you and I, cannot rest - not until cancer no longer claims the lives of innocent victims - not until cancer is conquered once and for all.

Thank you for your concern and consideration in this matter and hoping to hear from you at earliest convenience.

Sincerely,

Phillip C. Sims
Field Representative

PC3/ed

Office of the General President

To: Mr. English

From: H. J. Gibbons

ADMINISTRATIVE FILE
American Cancer Society
X *Contributions*
X 2/27/62
DATE

This will authorize the issuance of a check in the amount of
\$100.00 to the American Cancer Society as a donation from
our organization.

H. J. Gibbons
Executive Assistant to the
General President

HJG/yk

ADMINISTRATIVE FILE ✓
American Cancer Society
- X Sullivan Ed -
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AMERICAN CANCER SOCIETY, INC.

521 WEST 57th STREET, NEW YORK 19, N. Y. • PLAZA 7-2700

February 17, 1956

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Mr. Dave Beck, General President,
International Brotherhood of
Teamsters, Chauffeurs, Warehousemen
& Helpers of America,
25 Louisiana Avenue, N.W.,
Washington 1, D.C.

Dear Mr. Beck:

Your letter of January 21st to Mr. Ed Sullivan has
been passed along to us and we have today written
Mr. Ritter as per copy attached.

We want to thank you for your kindness.

Sincerely,

Ester Allegretti
Ester Allegretti
Magazine Editorial Service

PA:encl



ADMINISTRATIVE FILE ✓
American Cancer Society
x Sullivan, Ed
x



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821 WEST 87th STREET, NEW YORK 19, N. Y. • PLAZA 7-2700

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Mr. Lee Ritter
Mansdell Inc.,
810 Rhode Island Avenue, N.E.,
Washington, D.C.

Dear Mr. Ritter:

Mr. Beck of the International Brotherhood of Teamsters, Chauffeurs, Warehousemen and Helpers of America has written suggesting that we contact you direct with reference to possible editorial cooperation in the INTERNATIONAL TEAMSTER during April, the month designated by President Eisenhower as Cancer Control Month.

We are enclosing a copy of our FEATURE SERVICE, which contains informative editorial material. Some of the articles are signed, but these or other business may be used at the discretion of the editor.

Line drawings can be used directly from these pages for offset reproduction or to make line cuts for letter press printing. Mats of line cuts and 1 glossy photo are also available free of charge and can be obtained by mailing the accompanying order card.

We are, of course, very glad to cooperate in the preparation of any special editorial material if you have need for same. And we would very much appreciate a copy of any issue in which our material is used.

Sincerely,

Esther Allegretti
Esther Allegretti
Magazine Editorial Service

FA:encl

January 31, 1956

Mr. Ed Sullivan
521 West 57th Street
New York, New York

Dear Mr. Sullivan:

Our International Union will be delighted to again participate in the program of the American Cancer Society. I am forwarding your letter and enclosed material to Mr. Lee Ritter of Rensdell, Inc., publishers in Washington, D. C. The Rensdell organization publishes our International Teamster, a monthly publication, and if you will communicate directly with Mr. Ritter at 810 Rhode Island Avenue, N. E., he will cooperate in doing a story in a coming issue.

With good wishes, I am

Sincerely yours,

David Beck

DB:aw
cc Lee Ritter

ED SULLIVAN

"TOAST OF THE TOWN"
C B S. TV. SUNDAY NIGHT
521 WEST 57TH STREET
NEW YORK CITY

January 16, 1956

Mr. David Beck, President
International Brotherhood of Teamsters, Chauffeurs,
Warehousemen & Helpers of America
25 Louisiana Ave., N. W.
Washington, D. C.

Dear Mr. Beck:

The American Cancer Society has organized and united the American public and its doctors in a nation-wide attack against one of the most dreaded mass diseases of our time, cancer.

The A.F.L.-C.I.O. has given full endorsement to the American Cancer Society as the enclosed message from George Meany indicates.

The American Cancer Society is the only voluntary health agency in the United States fighting cancer through comprehensive programs of research, education and service. The goal of the Society is the complete conquest of a disease that threatens the lives of 40,000,000 Americans now living. Your most welcome effort last year helped us to reach your members and their families in their respective communities. We again request your support in our next CANCER CRUSADE in April 1956, in the following manner:

1. Endorse the program of the American Cancer Society.
(Suggested endorsement is enclosed. Please return a signed copy on your letterhead).
2. Publish a story or message about cancer in your March, April or May official journal. (Suggested material is attached.)

We would appreciate receiving a copy of your publication carrying the "CANCER" story.

Your assurance of cooperation will be greatly appreciated. To indicate how you will cooperate, please check off and return the enclosed post card.

Sincerely,

Ed Sullivan
Ed Sullivan
National Campaign Chairman
American Cancer Society

GENTLEMEN: Please send me the following without charge from ACS Feature Service No. 576, for use in our publication:

No.	Glossy	No.	Mat	No.	Mat
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		574-D	()	576-B	()
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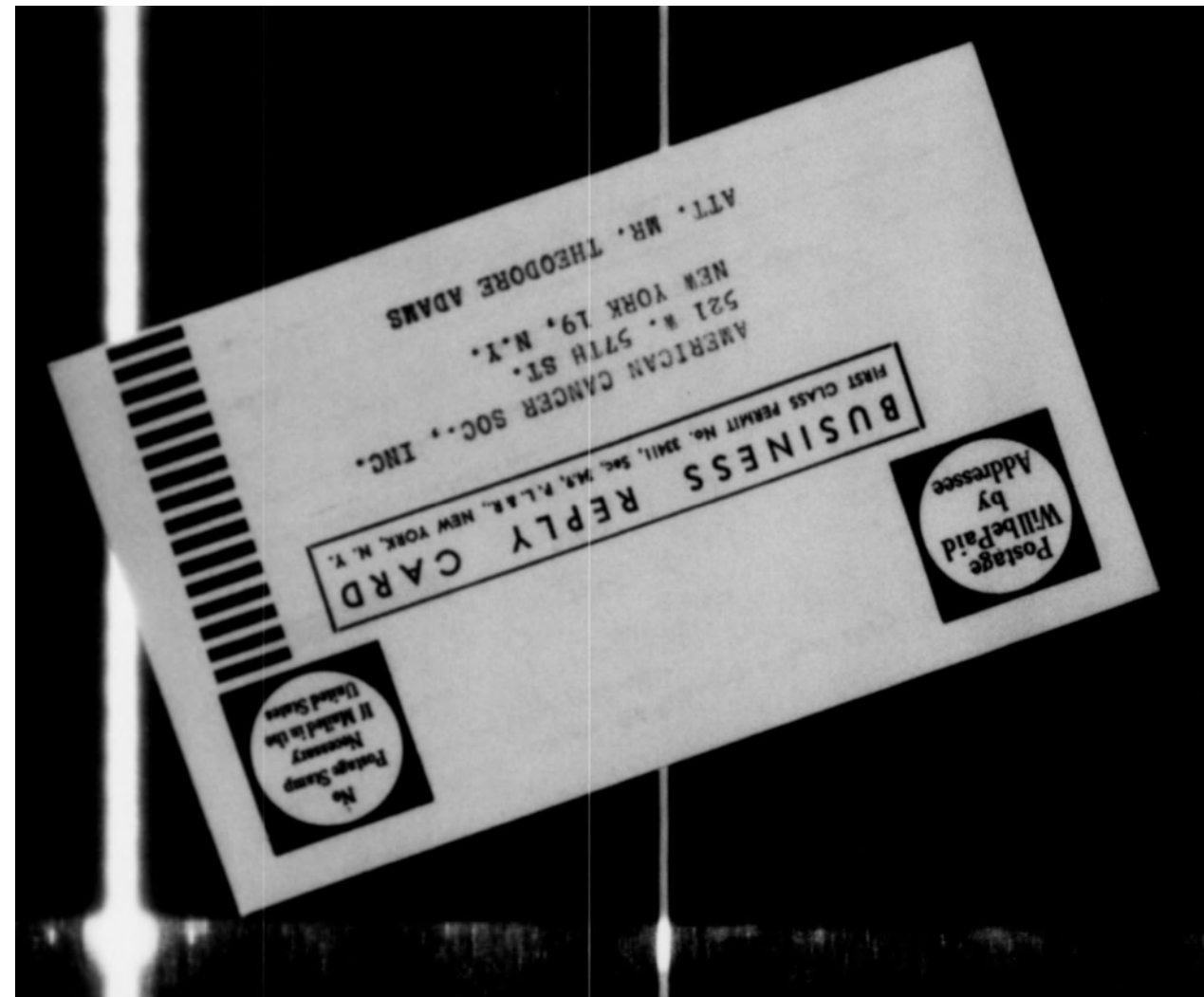
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We will cooperate by:

1. Endorsing the American Cancer Society campaign. A copy of the endorsement will be sent to you.

Yes ☐ No ☐

2. Publishing the Cancer Story in our

March ☐ April ☐ May ☐ June ☐ issue

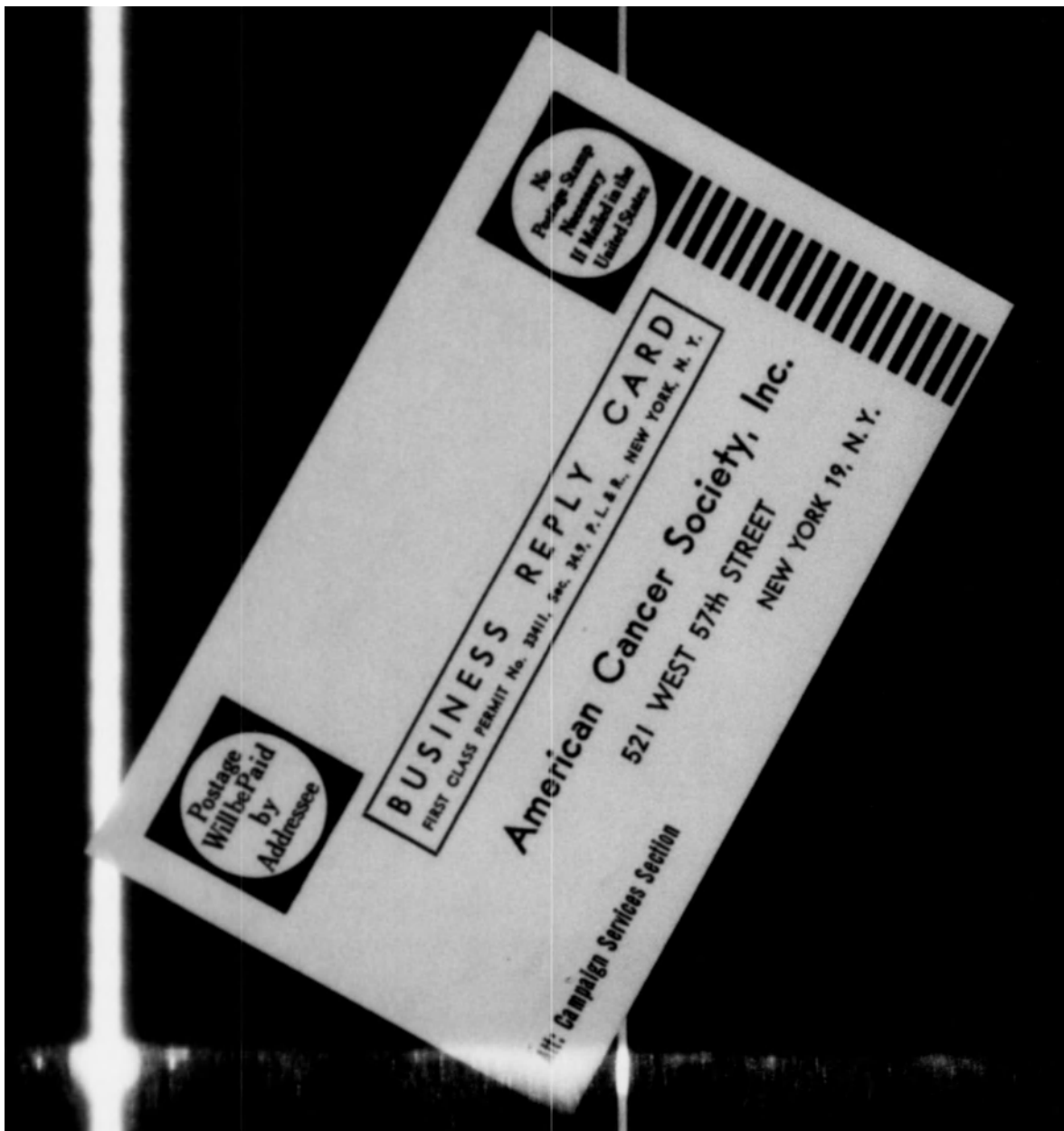
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Please check



CLIP SHEET NO. 576
VOL. XI NO. 1
AMERICAN
CANCER SOCIETY
521 W. 57th Street
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American Cancer Society

Feature Service

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1956 Slogan: *Fight Cancer with Checkup and Check*

By CHARLES S. CAMMION, M.D.
*Medical & Scientific Director
American Cancer Society*

The American people are becoming increasingly aware that cancer is no longer to be regarded as a disease against which they are necessarily helpless. They know that about half of all cases are curable by surgery or radiation—when detected and treated early enough. They know there are 100,000 fellow Americans alive today, already cured by these methods, and that 80,000 more are being saved yearly. They know that scientists all over the country—supported in whole or in part by American Cancer Society research grants—are working around the clock to fathom the basic mysteries of the uncontrolled cell growth which is cancer, meanwhile uncovering improved treatment techniques.

The American people are familiar with most of these encouraging facts about cancer, plus some others not so encouraging: for instance, that last year 80,000 men, women and children died of cancer who might have been saved. Eighty thousand people are more than the population of many large cities—Portland, Me., Charleston, S. C., Evanston, Ill., Amarillo, Tex., Topeka, Kan., Santa Monica, Calif., and dozens more.

Doctor as Sentinel

Nevertheless, our studies show that thinking Americans are beginning to face realistically their responsibilities toward cancer—their individual responsibilities, their collective responsibilities; individual in the sense of periodic checkups for themselves, collective in the sense of their increasing financial support to the Society's annual fund-raising drives.

The Society has adopted for this April's \$26,000,000 Crusade the slogan: "Fight Cancer with a Checkup and a Check."

The doctor is everyone's first line of defense against cancer, and thus we urge all adult Americans

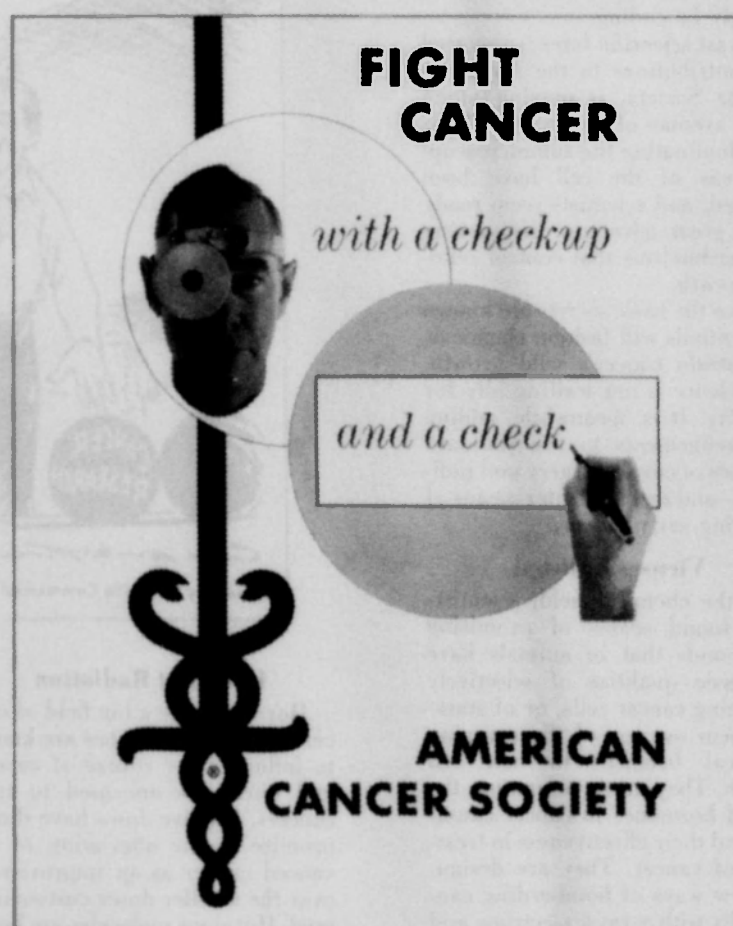
to visit him once a year for a physical examination. He is the one who can often spot cancer in the so-called "silent" stage, before any symptoms appear, when the disease is most curable. Women over 35 should have a pelvic checkup and men over 45 a chest x-ray twice a year.

Now the other half of the slogan.

The ACS is out to save lives by spreading all the knowledge we have at present, and to gain new knowledge to save more lives. Thus, our job is to continue educating the public to the importance of checkups, to learn cancer's seven danger signals, and to act on this knowledge. Our job is also to bring service to the needy pa-

tient who is already ill with cancer; to ease pain; to help finance tumor clinics and other diagnostic services. That also costs money. But perhaps the biggest reason for fighting cancer with a check is to find out what causes this tragic disease. That's research.

Today new frontiers are being explored by over 1,000 scientists in cancer research. They're supported by the American Cancer Society in 152 institutions. What are some of the new frontiers? Exploring the secrets of the human cell, stronger radiation machines, better surgical techniques, hormones, new drugs. Research is slowly winning the battle, but dollars keep the battle going.



No. 574-A (Glossy Photo)

DAWN BREAKING IN CANCER RESEARCH

By FARRAR W. NICHOLS

Executive Officer,
Research Department
American Cancer Society

The black night of cancer may already be ending.

A vast scientific force, supported by contributions to the American Cancer Society, is moving along many avenues of research. Methods for illuminating the submicroscopic areas of the cell have been mapped, and scientists seem ready for a great adventure discovering the mechanisms that control cellular growth.

Once the basic secrets are known other minds will fashion chemicals to restrain cancer's wild growth. But science is not waiting idly for this day. It is, meanwhile, adding new refinements to the standard methods of cure—surgery and radiation—and seeking better means of detecting early cancer.

Viruses Enlisted

In the chemical field, scientists have found scores of promising compounds that in animals have the basic qualities of selectively poisoning cancer cells, or of starving them out, or of disarranging chemical balances to halt cell growth. They are investigating the role of hormones in cancer causation and their effectiveness in treatment of cancer. They are designing new ways of bombarding cancer cells with x-rays, electrons and radiation from by-products of atomic reaction. They are seeking to "train" viruses to attack cancer and they are trying to understand and fortify the body's natural defenses against cancer.

In animals, inheritance is a factor in the development of cancer; does heredity enter into human cancer? To answer this possibility, studies are pursued through many generations of laboratory animals.

Viruses are known to cause cancer in chickens. The possibility that viruses may be a factor in human cancer has been neither proved nor disproved. But some certain viruses have been observed in animals to localize in tumors and destroy them; research is being devoted to the possibility that viruses might be adapted as agents for cancer treatment.

"BOY! SET 'EM UP IN THE OTHER ALLEY!"



Courtesy Nashville Commercial Appeal

No. 575-A-2 (Mar)

Low Cost Radiation

Hormones are a big field of cancer research. Hormones are known to influence the course of cancer, and hormones are used to treat cancers. Massive doses have shown promise in the alleviation of advanced cancer as an improvement over the smaller doses customarily used. Hormone molecules are being rebuilt to increase their effectiveness as well as to decrease undesirable side effects.

A linear electron accelerator, now being perfected at Stanford University, will provide powerful cancer radiation treatment at low cost. The usefulness of radioactive isotopes in the treatment of particular cancers is being broadened. Tracer compounds containing radioactive elements are used more and more widely in basic research.

So far, no cures of human cancer have been achieved with drugs alone, but drugs have temporarily checked the disease, eased pain and prolonged life in some patients. The search for a drug with curative properties is being sped through a vast, integrated program reaching all the way from the manufacture of new chemicals to the

ultimate trial of promising drugs on human cancer sufferers. A world-wide search has been launched for plants that may contain drugs effective against cancer.

Smoking Studied

In recognition of the grave importance of lung cancer as an increasing cause of death, special studies in this field are being pursued. Possible causes—tobacco smoking, automobile exhausts, industrial fumes, smog—are being sought through statistical studies of various populations.

The Papanicolaou smear, long established as a precision weapon in cancer detection, is being extended to sites other than the uterine cervix and is being assessed as a tool for mass screening. A machine to read Papanicolaou smears automatically is under development.

Not all of this was accomplished in the past year, but all of it gained added emphasis during that time.

The challenge has been called science's greatest. The goal is to save all 40,000,000 Americans alive today—and untold millions of future generations—who may be expected to develop cancer.

CANCER FACTS FOR WOMEN

You are not likely to die of cancer. The big majority of women don't. But no woman should feel immune. Cancer is a threat at any age, and especially after 35.

Women can have many forms of cancer. By far the most common sites are: the reproductive organs (usually the cervix), the breast and the digestive tract.

The bright side of this situation is that cancers of the cervix (the neck of the womb) and breast are easy for a doctor to detect and about three out of four can be cured if properly treated while limited to the cervix or the breast.

The dark side is this: pain is seldom an early symptom of cancer. Thousands of women die needlessly each year because they do not see their doctors soon enough.

Seven Danger Signals

To protect yourself and your family, follow these rules:

First: Have a thorough physical checkup once a year. Pick a regular time, such as your birthday. If you are over 35, have a pelvic examination six months later.

Second: Learn the 7 danger signals which may mean cancer—1. Any sore that does not heal; 2. A lump or thickening in the breast or elsewhere; 3. Unusual bleeding or discharge; 4. Any change in a wart or mole; 5. Persistent indigestion or difficulty in swallowing; 6. Persistent hoarseness or cough; 7. Any change in normal bowel habits. If you notice any of these symptoms between regular health checkups, visit your doctor at once. None of them is a sure sign of cancer.

Breast Self-Examination

Third: Learn how to examine your breasts once a month. Six

WOMAN—GUARDIAN OF THE FAMILY'S HEALTH

By MARJORY FLEMING

Today's woman is many things to many persons but, primarily, her sphere of greatest usefulness is as wife, mother and mistress of the household. And in no area of this domestic complex does her responsibility lie heavier than as custodian of the family health.

It's true. Women are the family's first bastion of defense against illness. The man may be the breadwinner, but when young Davy Crockett is sick it's mother who sits up with him. It is she who charts his fevers and administers the healing potions; whose duty it is, in short, to see he not only gets well, but stays well.

Women today know that health is related to our attitudes toward it. For women's role in health maintenance today is more than ever in guarding against sickness; cancer, for instance, or didn't you know that cancer is our greatest killer of children between the ages of 3 and 15?

Weeks after childbirth, visit your doctor to make sure there are no womb injuries which need repair.

If you follow these suggestions, relax. Nobody should disturb your peace of mind with the old stories about breast cancer being caused by a single blow, and married women being more susceptible than single women. There is no scientific evidence behind these notions.

For more free information, write or phone your nearest office of the American Cancer Society.

Women Must Watch

The intelligent, well-informed woman knows that definite preventive steps can be taken to guard her loved ones against this terrible disease that kills some 250,000 Americans annually. Today, fewer women than men die of cancer; in fact, since 1949, the cancer death rate in women has been decreasing while that in men has climbed. Why? Because women have heeded the importance of early diagnosis.

We must watch our menfolk more carefully, must insist that they have regular physical checkups. That is the only way the current increase in male cancer deaths can be checked.

With children—well, we all know when a child is sick. Proper diagnosis here is the important thing. A number of cancers in children are curable. The worst killer is leukemia—and for this, tragically, we have as yet no cure but only alleviation.

Checkup for Men

As to adults, let's take a look at stomach cancer. It's the number one cancer killer among men. To day only about one out of 20 cases is being cured. But, if detected early, as many as 12 out of 20 stomach cancers could be cured. The housewife can influence these figures by insisting that her husband check up on persistent indigestion. "Persistent" means two weeks. Cancer of the prostate is another frequent killer of men (about 10.6 per cent of all male cancer deaths), and, of course, lung cancer. Mostly because of delay, 11,000 men die of cancer of the intestines each year—localized cancer of the large intestine is readily cured by surgery.

Wives may have to use all their womanly wiles to get their husbands to have routine physical examinations. Some courses remind each other on this vital chore. Another arrangement is to have checkups at the same time.

Information about cancer detection facilities can be secured from the American Cancer Society in your own community.

THOUSANDS OF LIVES CAN BE SAVED IF...



GIVE TO YOUR UNIT OF THE AMERICAN CANCER SOCIETY

No. 576-B (Mar)

Cancer Is \$12 Billion Drain on U. S. Economy

Some \$600 million a year is being paid out in insurance to beneficiaries of cancer victims. About half of this total is disbursed by private companies; half by fraternal and labor associations, and by governmental agencies such as Civil Service, Railroad Retirement, and Social Security.

Cancer will make medical indigents out of more families in America during 1956 than any other single disease, and at the same time take a \$12 billion chunk out of the national economy.

More than 115,000 man years are lost each year in industry due to cancer disabilities, a loss which represents some \$427,140,000 in earnings and \$55,709,000 in Federal income tax revenue.

Everyone Pays

These facts highlight a report on the high cost of cancer to the American people as made recently by Dr. Charles S. Cameron, Medical and Scientific Director of the American Cancer Society.

Stating that cancer in the past ten years has deprived 825,000 families of their breadwinner, Dr. Cameron says: "The economic impact on individual families can be catastrophic. Hospital and doctor bills, surgery, radiation, nursing, drugs, dressings, run into big money—all this at a time of no, or curtailed, income. Despite insurance and group health policies, family savings almost inevitably are sacrificed. In these ways about half of the victims of cancer, and their families, are reduced to medical indigence."

LUNG CANCER DEATH RATES



GIVE TO THE AMERICAN CANCER SOCIETY

No. 574-B (Mar)

National Study Asked

Pointing out that few American families escape cancer, since it strikes one in four people, Dr. Cameron noted that virtually all Americans pay for the disease, through taxes, even if they are fortunate enough not to develop cancer themselves. The U.S. Veterans Administration estimates that veterans' cancer care, treatment and benefit payments will cost the U.S. taxpayer from \$3 to \$5 billion.

Dr. Cameron stressed the need for a nationwide study of the economic impact of cancer on individual wage earners. This immense loss could be reduced greatly, he pointed out, if leaders of business and industry would help the ACS bring the lifesaving facts of cancer education to employers, and themselves participate by fighting cancer with a checkup and a check.

CANCER FACTS FOR MEN

A lot of men don't worry about cancer because they think—wrongly—it is a woman's disease, or that if they get it they're done for.

There's no use worrying about cancer but there's plenty of good sense in taking simple precautions.

Cancer is not primarily a woman's disease. This misconception is due to the frequency of cancer of the breast and cancer of the reproductive organs in women in comparison with the more varied occurrence of cancer in men.

More men die of cancer than do women, and most of the cancers that affect men are more difficult to detect. Common types are: cancer of the digestive system (stomach, intestines and rectum); cancer of the respiratory system (larynx and lung); cancers of the skin and lip (which are easy to treat); and of the reproductive organs (usually the prostate), and mouth.

Learn Danger Signals

One of the most dangerous things about cancer is that pain is seldom an early symptom. By the time pain is felt it's often too late to save the patient. What, then, can be done by the man who wants to protect himself and his family?

First: Have a thorough checkup once a year. This is especially important if you are in the danger period—from age 40 on. Pick a regular time, such as the week of your birthday. Men over 45 should have a chest x-ray twice a year.

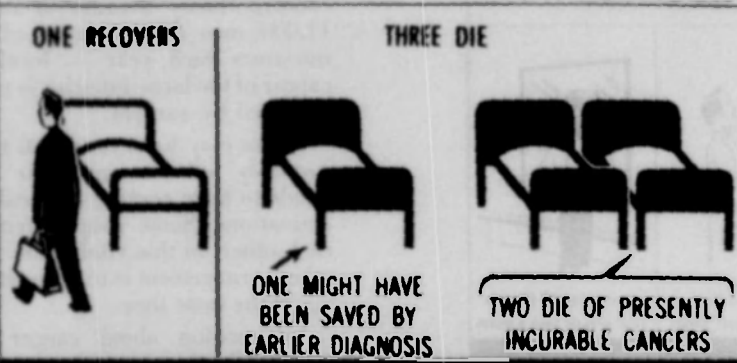
Second: Learn the 7 danger signals which may mean cancer—1. Any sore that does not heal; 2. A lump or thickening, in the breast or elsewhere; 3. Unusual bleeding or discharge; 4. Any change in a wart or mole; 5. Persistent indigestion or difficulty in swallowing; 6. Persistent hoarseness or cough; 7. Any change in normal bowel habits.

Avoid Quack Cures

If you notice any of these symptoms between your annual health checkups, visit your doctor at once. None of them is a sure sign of cancer but any of them could mean cancer.

Third: Don't take "home remedies." There are only two proved ways to cure cancer: radiation and surgery. No home remedy—pills, powders, salves or any "secret" method—ever cured cancer. Such measures may keep you from a reputable doctor until too late.

OUT OF 4 PEOPLE WITH CANCER



GIVE TO YOUR UNIT OF THE AMERICAN CANCER SOCIETY

No. 574-C (Mar)

Don't Be a Statistic

By LANCEY FITZGERALD

Most people dislike statistics. And well they might, when so many statistics have to do with disasters and casualties.

Consider statistics and cancer. More than 40,000,000 Americans now living will at some time develop cancer; it will strike one in every four persons in this country, and two of every three homes.

In 1933 some 250,000 Americans died of cancer, and in the last ten years the toll has been more than 2,000,000, including 300,000 heads of families, and more than 30,000 children. Last year perhaps 30,000 cancer patients who might have been saved died because proper treatment was begun too late. And the disease took the lives of some 3,500 children under 15.

Checkups Important

To have protection against cancer, and ease of mind on that score, have a thorough physical examination at least once a year. Women over 35 should have a pelvic examination every six months. And men past 45 should have a semiannual chest x-ray. If any sign of cancer is noted, early treatment makes cure possible.

The cancer picture does have a bright side. Gains are being made in medical research—in the quest for new ways to control and to cure cancer. From 1934 to 1953, the American Cancer Society devoted more than \$21,700,000 toward the end of keeping you and millions of others from being turned into statistics. With more than a quarter of that money the Society supported research by 1,000 topflight scientists in 152 hospitals, universities, and laboratories.

Gullible's Travels

The American Cancer Society, launching a national fund-raising crusade for \$26,000,000 this April, warns that quack practitioners claiming to have private "cures" for cancer mult the American public of millions of dollars annually. Gullible patients spend their life savings shuttling from quack to quack in a vain search for miracle cures. Actually no pill, ointment, massage, or electric machine has been proved to cure cancer; the only two successful methods known to the medical profession are surgery and radiation.

Protect yourself. See your doctor regularly. Fight cancer with a checkup and a check.

10,000 Saved Annually

One gratifying gain is that, each year, 10,000 women with cancer of the breast and uterus are now being saved who would have died 10 years ago. This is largely due to earlier detection, the result of a far-reaching campaign of public education carried on by the American Cancer Society. Thus, women have been taught breast self-examination to detect lumps that might be danger signals—and the Papanicolaou test, so valuable in discovering cervical cancer, has been made widely available.

So the cancer picture is changing for the better. No longer is a cancer case to be regarded as hopeless—if it is detected early enough. This year's slogan of the American Cancer Society is: "Fight Cancer With a Checkup and a Check." That's being done by a lot of wise people all over the land. The ACS urges that you do it, too — and don't be a statistic.

PUBLIC KNOWLEDGE OF CANCER GROWS

By HENRY CHRISTMAN

The public's knowledge of cancer has increased significantly and is being put to use.

The number of persons who have had a cancer examination has risen from 14 per cent in 1943 to 31 per cent today.

More men than women are dying of cancer. Women know more than men about the disease.

These and other facts were disclosed in a survey made by American Cancer Society volunteers, involving some 7,000 interviews in 38 states.

Fifty-nine per cent of those interviewed knew at least one of Cancer's 7 Danger Signals, a gain of eight per cent over 1943. The number who could name three danger signals has climbed from 10 to 19 per cent, or just about double.

Danger Signals Learned

There has been a marked increase in specific knowledge of certain danger signals, the study revealed. An improved knowledge of breast cancer symptoms is reflected in an increase from 33 to 45 per cent of persons who gave a lump or a thickening as one of the danger signals. Eight years ago only 15 per cent recognized unusual bleeding or discharge as a danger signal; now 23 per cent do.

Progress is being made in making every doctor's office a detection center. Eight years ago three per cent had detection examinations at clinics and 11 per cent were examined by private physicians. Today, seven per cent are visiting clinics and 24 per cent are getting examined by their own doctors.

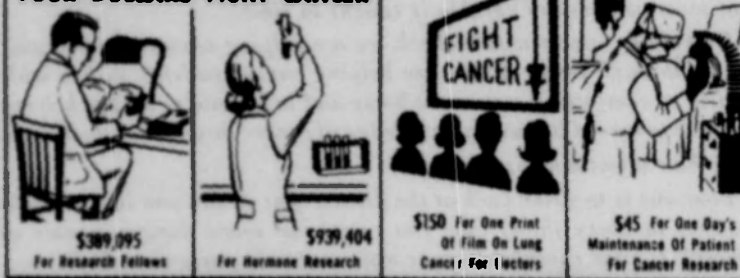
More Research Favored

The poll revealed that people are overwhelmingly in favor of spending money for research as compared with other cancer control activities. Sixty-six per cent cited research as the best means of spending public contributions.

The Society automatically allocates at least 25 per cent of all funds raised to research. Reaching the goal of \$26,000,000 this year will mean more than \$6,500,000 for research.

FIGHT CANCER WITH A CHECKUP... AND A CHECK

YOUR DOLLARS FIGHT CANCER



GIVE TO YOUR UNIT OF THE AMERICAN CANCER SOCIETY

No. 376-B (Mar)

FEAR OF CANCER

By Fred M. Learned

A leading cancer authority has said that one of the great obstacles in saving lives from cancer today is fear. The disease is surrounded by an aura of concern that ranges from superstitious terror to an informed and healthy respect.

Briefly we might look at some of the reasons for this emotion of fright. It has its source in the history of cancer itself. The earliest records show that Hippocrates in 400 B.C. wrote that "cancer of the uterus is incurable." In the next two thousand years authorities hadn't changed their opinion; in 1534 another scholar (Aetius) reached the same conclusion. Even on the threshold of the 19th century, the great British surgeon Baillie, in 1800, wrote that "cancer of the cervix terminates fatally."

Not until a hundred years later did any ray of hope for cancer begin to appear. Only then did medical men become convinced that cancer need not always end fatally. It could be cured if detected early and removed completely.

Fear May Be Fatal

A half-century has rolled past since the first hope for cancer patients was pronounced. And although the cure rates for cancer have been steadily increasing, the dark hand of fear still leaves its mark on our culture. An American Cancer Society poll, not long ago, showed that nearly half the public still thinks cancer is incurable.

Those without hope are the most likely victims of cancer. When stricken they may refrain from seeking medical help. In fear of learning the truth, they may wait so long that death is inevitable.

But these are not the only ones who pay the price for this traditional, unhealthy fear of cancer. The tax is assessed on all of us. It adds an unnecessary burden on persons whose cancers have been detected in time for cure.

The legacy of cancer fears bequeathed us by our ancestors has another aspect. The unknown always fosters superstitions. Because cancer was cloaked in mystery, dozens of fables arose about it down through the centuries. We are still harvesting this strange

crop today. A study in Massachusetts revealed that most cancer patients connected their disease with some supposed wrongdoing of themselves or their parents. They felt guilty because cancer had stricken them.

Superstition No Help

Cancer's cloak of fear has provided a lurking place for some of mankind's lowest denizens — the quacks and witch doctors who prey upon cancer victims. A Texas study showed that one of the three motivations that sent patients to quacks was fear. They were afraid of cancer, but they were also afraid of the surgeon.

But then, on the other hand, fear can have a constructive side. Some of our leading statesmen believe that fear of the hydrogen bomb and of biological warfare may eventually bring peace to this world. A healthy fear, or respect for cancer, can motivate most of us to practice regular health habits — having a thorough physical examination at least once a year, and knowing the seven danger signals.

CANCER'S DANGER SIGNALS

- 1 Any sore that does not heal
- 2 A lump or thickening in the breast or elsewhere
- 3 Unusual bleeding or discharge
- 4 Any change in a wart or mole
- 5 Persistent indigestion or difficulty in swallowing
- 6 Persistent hoarseness or cough
- 7 Any change in normal bowel habits

None of these symptoms necessarily means that you have cancer but any one of them should send you to your doctor. Cancer is usually curable when detected and treated early. REMEMBER THE DANGER SIGNALS.

FIGHT CANCER WITH A CHECKUP AND A CHECK

No. 574-D (Mar)

EDITORIAL

Checkup and Check

April is Cancer Control Month, as designated by the President and Congress. The volunteers of the American Cancer Society, like the voice of the turtle, will be heard in the land. This year they will chorus a catchy message: "Fight Cancer with a Checkup and a Check." We hope our readers will join the act, it's the greatest lifesaving production ever to come to town. No talent is required, just a desire to live and let others live.

By fighting cancer with a checkup, we can realize the Society's goal of doubling current cancer cure rates through mass adoption of early detection and prompt treatment. Last year, 60,000 persons died of cancer because treatment was begun too late. It cannot be stressed too often that most cancers are curable if caught in time.

By fighting cancer with a check, we are helping scientists to conquer cancer through research, we are helping cancer patients with a wide variety of comforting services at home and in hospitals, we are helping the ACS to spread lifesaving knowledge of cancer throughout the nation.

So how about a dress rehearsal?

Your cue is to strike back at the disense that strikes one in four; two families in every three. Can you recite the seven danger signals of cancer? Is your checkbook, your wallet, or coin purse close by?

The ACS volunteers are taking the stage.

You're on!

files
ADMINISTRATIVE FILE

American Cancer
Society, Inc.
X

January 12, 1955

Mr. Elmer H. Bobst, Chairman
National Campaign Committee
American Cancer Society, Inc.
521 West 57th Street
New York 19, New York

Dear Mr. Bobst:

We have undertaken, for the coming March of Dimes campaign, to give all possible assistance to that organization. I am sending a copy of the letter and magazine which is self-explanatory.

It is our feeling that we can be most effective by giving concentrated effort to one organization at a time, as you can realize the disposition of our members if they are constantly being asked to contribute of their time and money.

We will be most happy to give to the American Cancer Society next year, the same measure of assistance as we are affording to the March of Dimes now. In the meanwhile, I am turning your file over to our Public Relations staff and you may be sure that they will give whatever magazine space they possibly can.

Yours very truly,

DB:ew



AMERICAN CANCER SOCIETY, INC.

521 WEST 57th STREET, NEW YORK 19, N. Y. • PLAZA 7-2700

MEMORANDUM

January 5, 1954.

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DAVID A. WOOD, M.D. (CALIF.)
JAMES R. YOUNG, M.D. (CALIF.)

I wish to call your attention to my letter of December 10, 1954. A copy is enclosed for your easy reference.

In order to accomplish the work necessary in preparation for our April campaign, your cooperation is requested in fighting man's cruellest enemy—cancer.

May I hear from you shortly in response to my requests?

Thank you, and we deeply appreciate your help in making the control of cancer possible.

Sincerely yours,

Elmer H. Bobst

Elmer H. Bobst
Chairman
National Campaign Committee

Enclosures



AMERICAN CANCER SOCIETY, INC.

521 WEST 57th STREET, NEW YORK 19, N. Y. • PLAZA 7-2700

December 10, 1954

C O P Y

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JAMES B. YOUNG, M.D. (N. C.)

The American Cancer Society has mobilized the medical profession and the general public in a vigorous joint attack against man's cruellest enemy—CANCER.

THE AMERICAN FEDERATION OF LABOR has given its wholehearted endorsement to the American Cancer Society as the enclosed message from George Meany indicates.

In brief, as you undoubtedly know, the American Cancer Society is conducting a three-fold fight against CANCER through R-E-S-E-A-R-C-H, E-D-U-C-A-T-I-O-N and S-E-R-V-I-C-E.

Your most welcome effort last year helped us to reach your members and their families in their respective communities. We again request your support in our next CANCER CRUSADE in April 1955, in the following manner:

1. Endorse the program of the American Cancer Society. (Suggested endorsements are attached. Please return a signed copy on your letterhead.)
2. Publish a story or message about cancer in your March, April or May official journal. (Suggested material is attached.)

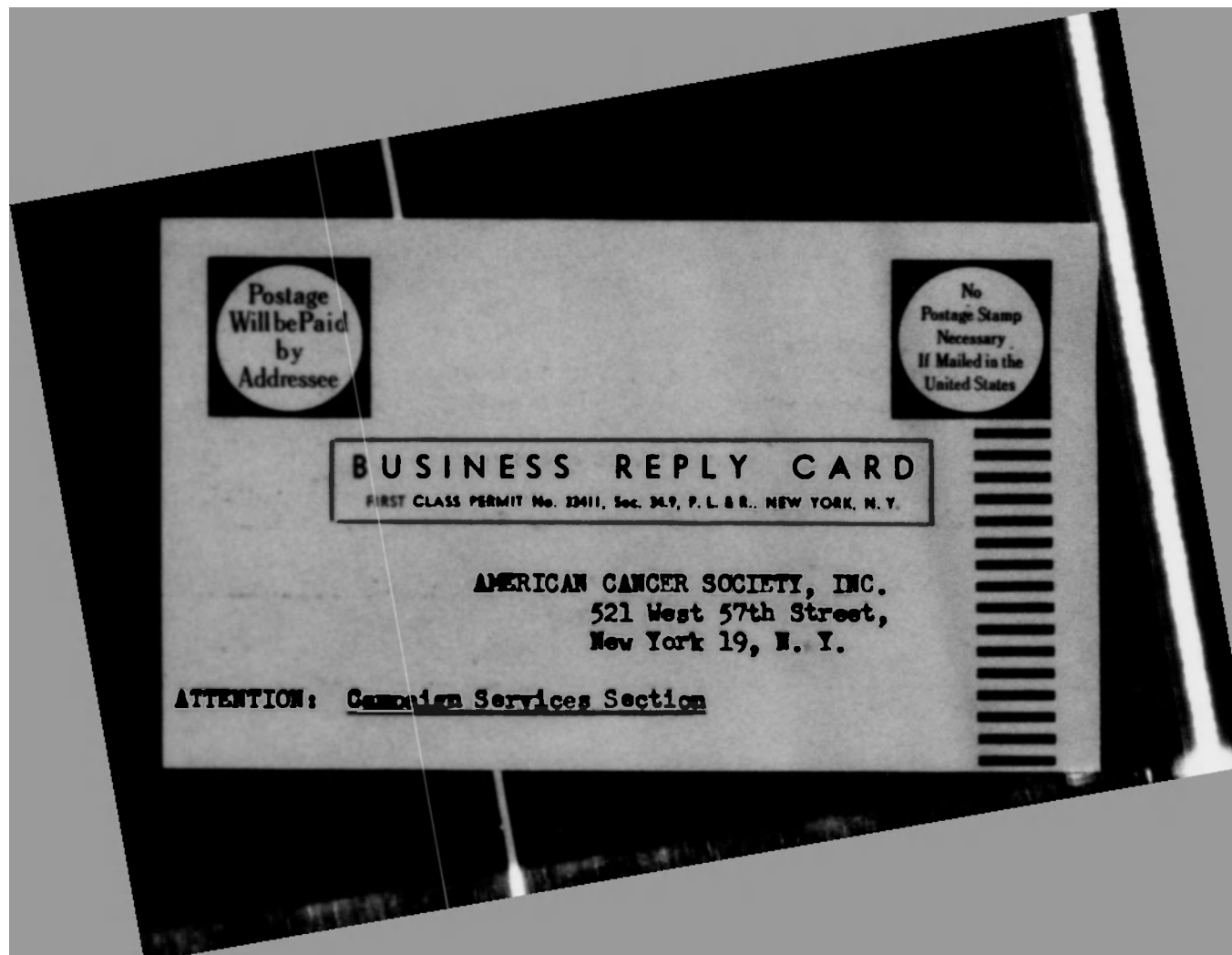
We would appreciate receiving a copy of your publication carrying the "CANCER" story.

Your assurance of cooperation will be greatly appreciated. To indicate how you will cooperate, please check off and return the enclosed post card.

Sincerely,

Elmer H. Bobst, Chairman
National Campaign Committee

(Enclosures)



Dear Mr. Bobat:

We will cooperate by:

1. Endorsing the American Cancer Society campaign. A copy of the endorsement will be sent to you.
2. Publishing the Cancer Story in our

March ☐ April ☐ May ☐ issue

Please check

Yes ☐ No ☐

Yes ☐ No ☐

Name and Title

Union Name

Address



ADMINISTRATIVE FILE
American Cancer
Society, Inc.
X

AMERICAN CANCER SOCIETY, INC.

521 WEST 57th STREET, NEW YORK 19, N. Y. • PLAZA 7-2700

December 10, 1954

Mr. Dave Beck, President
International Brotherhood of Teamsters,
Chauffeurs, Warehousemen and Helpers of America
100 Indiana Avenue, N.W.
Washington, D. C.

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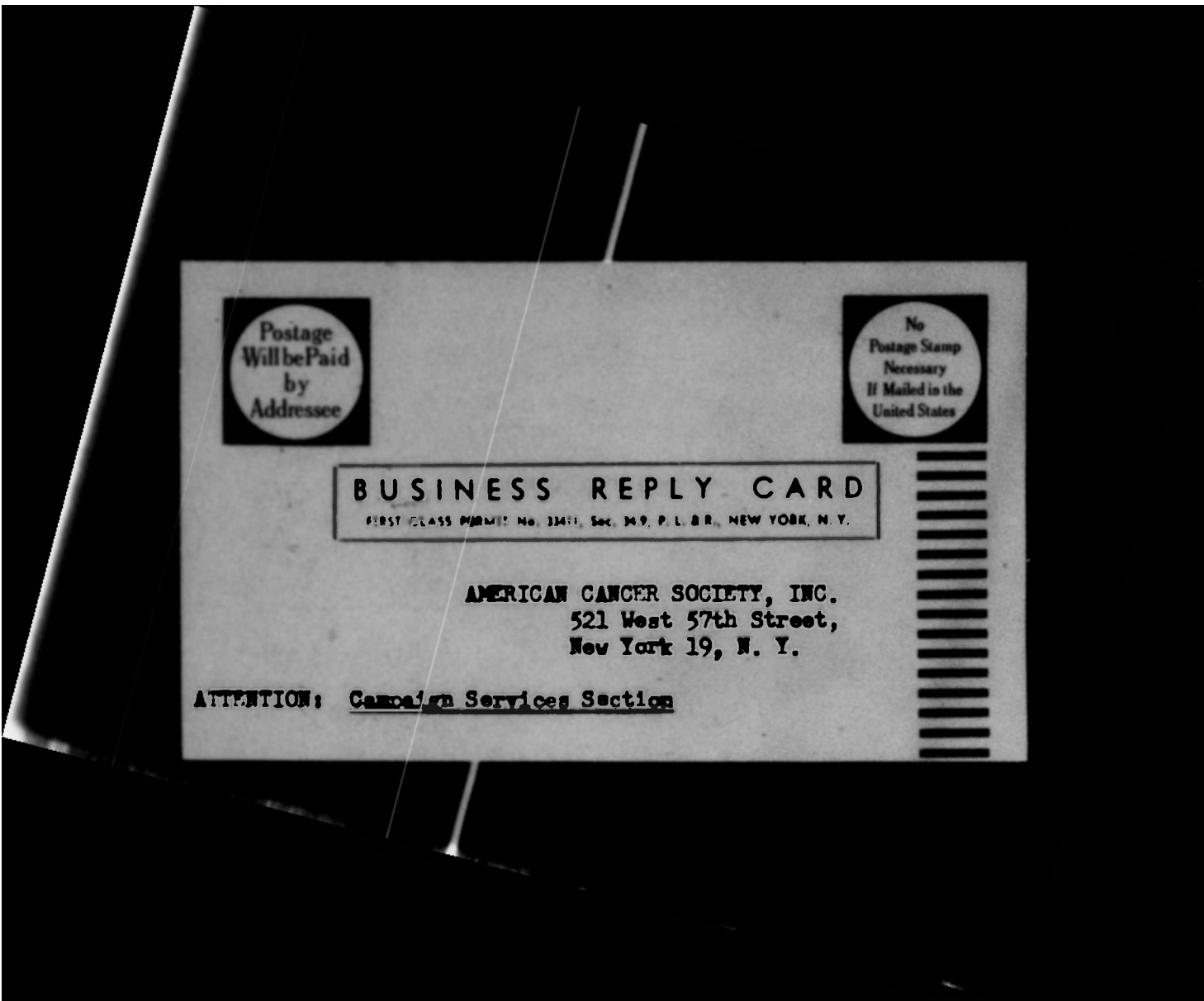
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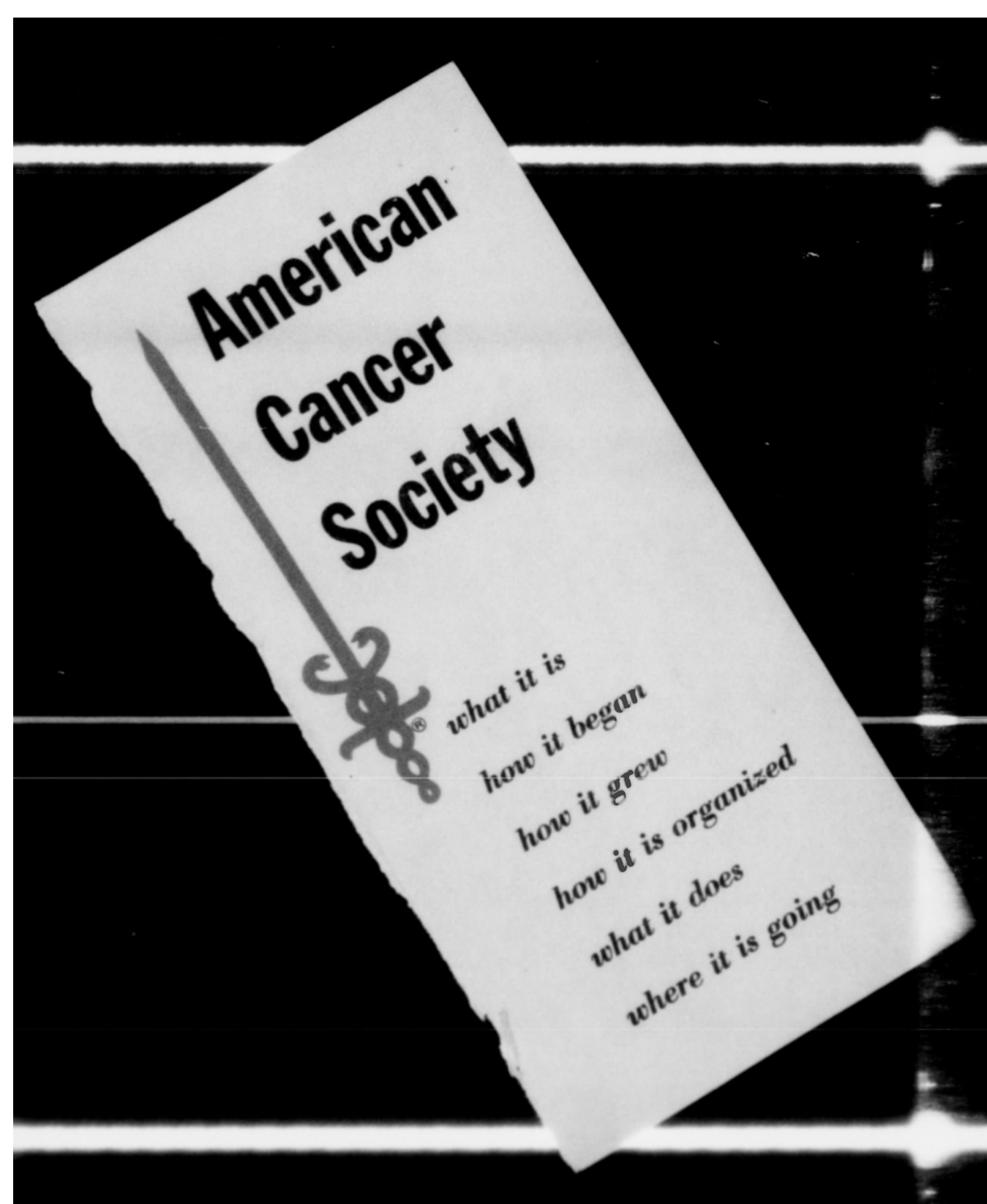
Please check

Yes <input type="checkbox"/>	No <input type="checkbox"/>
Yes <input type="checkbox"/>	No <input type="checkbox"/>

Name and Title

Union Name

Address



what it is 1

how it began 2

how it grew 3

how it is organized 6

what it does 7

education of the public 8

professional education 9

professional service 10

lay service 12

research 13

statistical research 14

its relation to other organisations 15

where it is going 17

what it is

The American Cancer Society is the only voluntary health agency in the United States devoted to the control of cancer through a comprehensive program of education, service and research. It is supported wholly by voluntary contributions from the public, which in the past year totalled over nineteen and three-quarter million dollars.

The Society, with central offices in New York City, has 60 chartered Divisions in the 48 states, the District of Columbia and the Territory of Alaska, and affiliated organizations in Puerto Rico and the Panama Canal Zone. The Divisions translate the Society's program into action through their own district and county organizations.

A voluntary health agency such as the American Cancer Society is an expression of the democratic belief that each individual has a responsibility for his neighbor and his community. Intelligent, informed volunteers are the key to the success of its program.

The problem of cancer and its control, in spite of many recent advances made against it, is a vast one. Its solution lies in attacking it on the broadest possible front: in educating the public; in keeping the doctor up to date, in supporting facilities for detection, diagnosis and treatment within the reach of all; in carrying on an integrated research program nationally planned, and in training the manpower needed for research in the future.

How much is yet to be done in the field of cancer control is told in the rising cancer

death rate. Every citizen in the country has a stake in the outcome and a right to take active part in the fight. The American Cancer Society provides him this opportunity.

how it began

"There is no force in all the world so great as an idea whose time has come."

—VICTOR HUGO

This is the story of an idea.

Who first had it nobody knows. It probably appeared in the minds of several people somewhere in the early 1900's and it grew there and was discussed. One thing we do know is that some of those people were doctors—doctors faced with a unique problem posed by a unique disease which was taking more and more lives every year. This disease could not be attacked by ordinary public health measures, since it was not contagious, its cause was unknown, and its early symptoms were extremely subtle. Yet, these doctors saw thousands of people of all ages dying from it who did not need to die, and they felt that something must be done about it.

Both the American Medical Association and the American College of Surgeons had appointed committees soon after the turn of the century to explore the cancer problem as it related to the medical profession and to the public. They found the picture a dark one. Many doctors were lacking up-to-date information about cancer, and the

ignorance of the public was almost complete. Cancer was generally regarded as a shameful, terrifying, incurable plague.

In New York in May, 1913, a small group of doctors and laymen took the decisive step of forming a national society for the control of cancer. This was the beginning of a unique voluntary health agency which would henceforward pioneer in fighting the complex problems created by this disease.

The American Society for the Control of Cancer, as it was originally called, soon had the endorsement of the American Medical Association and the American College of Surgeons, with both of which the Society has continued close association.

During its first year, the Society raised \$10,000 by popular subscription and moved into action with the publication of a pamphlet and discussion meetings among women's clubs. This year marked the first appearance of an article on cancer in a magazine with general circulation, *The Ladies' Home Journal*.

These were small beginnings, but they were the beginnings of a movement whose force is still growing and gathering momentum. The idea of a national voluntary organization devoted to the control of cancer was "an idea whose time had come."

how it grew

The growth of the American Cancer Society was slow but steady in its early years. To gain recognition on the part of

physicians and laymen of the importance of cancer as a public health problem was the Society's first objective. A number of state and local health departments scattered throughout the country had already shown an interest in the problems of cancer control, and the Society worked closely with these, gradually developing its own branch organizations in several of the states. A concentrated campaign was made to acquaint the general practitioner with latest developments in diagnosis and treatment. At the same time the Society threw its force behind the development of special clinics for the diagnosis and treatment of cancer.

The decade of the thirties saw continued expansion of the Society's efforts in the field of education, both professional and lay, as well as in the development of cancer facilities and services.

Then, in 1936, the Society made an unprecedented move. After the completion of an intensive campaign to alert doctors to the importance of early diagnosis, especially in cancer of the breast and uterus, it found that women were not going to their doctors in time for them to make an early diagnosis. This re-emphasized the need for broad education of the public in cancer and the active participation of laymen in the program. The American Cancer Society attacked this problem by developing, as an intrinsic part of its organization, what is now known all over the country as its field army (at that time called the Women's Field Army)—an army of lay people dedicated, first and foremost, to watchfulness.

for cancer symptoms in themselves and to informing others of the importance of similar watchfulness.

During this period the Society also played an important role, through its moulding of public opinion and the influence of its Directors, in the establishment by Congressional Act of the National Cancer Institute which functions within the U. S. Public Health Service. Congress responded to an increasingly enlightened public, too, by passing a bill authorizing the President to proclaim April as National Cancer Month.

The Society's total budget of \$10,000 in 1913 had swelled to \$133,487 by 1939. But the truly phenomenal growth of the organization in the years following is attested by its 1953-1954 budget of over nineteen and three-quarter million dollars.

This growth was partly the natural outcome of years of pioneering in the cancer field and partly due to the reorganization of the Society in 1944. That year saw the adoption of its present name, American Cancer Society, Inc., and new by-laws under which the membership of its Board of Directors was made up half of outstanding laymen in business and industry and half of professional men, 25 of the 56 members representing the geographical regions into which the Society is divided. Also in this year the Society put on its first large-scale national drive for funds which enabled it to add a comprehensive research program to its programs of professional and lay education and service.

how it is organized

From the Society's national headquarters in New York City the Board of Directors, composed of professional and lay leaders, the Board's Executive Committee and officers of the Society give leadership and guidance to the program developed in the national office and carried out by the Divisions. The work of the national office falls into three general areas: 1) Medical and Scientific - Professional Education, Professional Service, Statistical Research and the Medical Library, 2) Field Relations - Public Education, Volunteer Services to the Cancer Patient, Recruitment and Training of Volunteers and Fund Raising, 3) Administration of the Research Program. The Public Relations Department serves all of these general areas.

Divisions of the Society are grouped together into seven geographical regions throughout the United States in order to facilitate election of members of the National Board of Directors and to assure adequate geographical representation thereon. Similar patterns are followed in electing boards of directors within the Divisions.

The Divisions are the key units in the Society's organization and are in direct communication with the national headquarters. Funds collected in cities and counties within a Division are sent to the Division office and allocated in accordance with relative needs within the Division as a whole. The Division is a unit small enough to be administered efficiently and large enough to warrant its own central organiza-

tion for program-planning to meet the particular needs of its own area.

what it does

The American Cancer Society undertakes to assure the American citizen the largest possible return for his cancer contribution. Since funds are still inadequate, priority must be given to educational, service and research activities which *save many human lives*, and only a limited amount set aside for direct service or financial aid to individual cancer patients. The appeal for humanitarian service to advanced cancer patients for whom there is no hope of cure is largely met by local service projects carried on by volunteers at virtually no cost.

The contributed funds are spent approximately as follows: 23% goes directly into nationally planned research projects; 15% pays for production of exhibits, pamphlets, movies, and other tools for professional and public education produced nationally; for an expanding national program of fellowships and traineeships in clinical cancer; and for library, statistical, administrative, publicity, fund raising, and special consultative services. 60% stays in the Division where it is raised for program activities within the Division.

Establishment of policy and general planning of program take place at the national level, where the Society's Medical and Scientific Committee exerts outstanding professional guidance. The program is put into operation by the Divisions which,

on both state and community levels, maintain the closest possible relationship with medical societies and work under medical supervision.

education of the public

The basic aim of the American Cancer Society is to bring to every person in the country sufficient knowledge about cancer so that he will not lose his life needlessly, as approximately half of present cancer patients do. This is an enormous task, since ignorance of the facts, misconceptions about the disease, superstitions and fears are still widespread and stand in the way of prompt, life-saving action.

The Society uses every means to get cancer facts to the public. Millions of pamphlets—some very short and simple, some on a specific type of cancer, some designed especially for women, some specifically warning against "quack cures," some in foreign languages—are distributed free each year. Motion pictures are shown before club groups and in local theatres. Exhibits of every type are set up in public places, at county fairs, in store windows, at large conventions. Program outlines and speakers are provided to organizations which wish to put on cancer programs. A steady flow of educational material is poured into radio stations and newspapers, and posters are displayed wherever free space is available.

Trained volunteers carry on these activities, along with their continuous word-of-mouth educational campaign among their friends and neighbors.

Although the bulk of the Society's educational effort is aimed at the adult popula-

tion which is in the "cancer age," the importance of educating young people is not overlooked. Material is developed for use in high schools and guidance made available to teachers, so that the boys and girls who will be tomorrow's adults will be equipped to face the cancer problem constructively, both as it concerns them personally and as it affects the community.

professional education

Alongside its lay educational activities the Society has developed a program to keep the professional man informed of all that is currently known about the detection, diagnosis and treatment of cancer. To help the physician - especially the general practitioner - keep abreast of current developments, the Society publishes "CA", a bi-monthly bulletin of cancer progress; it provides medical speakers' bureaus, cancer "refresher courses," motion pictures, slides and monographs, as well as providing exhibits for national, state and county meetings of medical groups. An opportunity for post-graduate study is made available through fellowships and traineeships in clinical cancer, of which 97 were granted by the national organization in 1953.

Advanced training for the specialist is provided through fellowships in special fields, such as exfoliative cytology, in which new diagnostic procedures have recently been developed. A professional journal for the specialist, entitled "Cancer," is published bi-monthly. In addition, the Society assumes leadership in staging national conferences at which top specialists in the cancer field gather to explore specific medical

aspects of the disease. These conferences afford the opportunity for discussion and evaluation of new technical developments which are indispensable to maximum progress in the professional attack on cancer.

The Society's national office maintains a medical library of cancer literature, films and slides which is rapidly becoming the most complete repository of such material in existence. Any physician in the country may refer to this library and make use of its package lending library service which assembles and sends out packets of material in answer to a wide variety of specific requests. A bibliography and digest of current cancer literature is published monthly.

Special grants are made by the Society to support worthwhile educational projects and investigations in the cancer field not otherwise provided for: programs to teach advanced cancer nursing, the preparation of special films, the publication of texts and laboratory manuals, and special studies of factors which influence the effectiveness of cancer education.

The Society's activities in professional education extend to professional groups other than physicians. Dentists, nurses, medical social workers, public health officials and medical educators are also kept abreast of information of concern to them in the cancer field.

professional service

The American Cancer Society, under its articles of incorporation, may not own or operate medical or laboratory facilities, nor actually treat cancer patients, but since the beginning one of its chief purposes has

been to encourage the establishment of adequate cancer facilities and to assist in developing, equipping and maintaining them wherever necessary. The primary facilities for the control of cancer are the diagnostic clinic and the cancer clinic, the latter of which is equipped to treat as well as diagnose the disease. A considerable part of the Society's funds is spent by its Divisions in establishing and supporting these facilities. The number of them has been steadily growing but is still far from adequate. The best medical authorities state that *two and a half times as many* cancer clinics as now exist are needed in this country. Programs for cancer detection are also encouraged and supported—in some areas being carried on in clinics, in others in doctors' offices.

Nationally, the Service Section of the Society makes studies of cancer facilities throughout the country and gives guidance in their most effective operation. Inspection of these clinics and centers is made by the American College of Surgeons and is partially financed through a grant from the American Cancer Society. The Society keeps practicing physicians throughout the country informed of any developments which may improve service to cancer patients, such as the availability of drugs, special diagnostic services and rehabilitation training and devices.

Through its local units the Society maintains cancer information services which form an essential link in the chain of cancer control, since their function is to provide the public with every kind of cancer information, short of giving medical advice.

11 These centers are equipped with general

information and with information on all available local services to which cancer patients can be referred.

Although government support of programs for care of indigent and incurable patients has recently increased, it is still insufficient. Therefore, American Cancer Society Divisions provide such services as their budgets will allow to meet the needs of these patients, through purchase of drugs, paying the maintenance costs of patients near treatment centers, defraying the cost of x-ray and radium treatment and hospital care, providing hospital beds and financing nursing care in the home. The Society does not feel justified, with limited funds, in spending money for the care of advanced patients to the detriment of that part of its program which is instrumental in saving human life. It believes that financial responsibility for the indigent patient should be assumed by government.

Lay service

Medically supervised volunteer services supplement the Professional Service program and go far in helping to solve the problems of the chronically or incurably ill. Services provided by volunteer effort include making and distributing cancer dressings; providing transportation for patients to and from hospitals and clinics; maintenance of loan and gift closets from which patients can obtain sickroom equipment and comforts, a home visitor service through which trained volunteers perform helpful, non-professional duties in the home, requested of them by the doctor and

nurse. Since the volunteer is often brought in contact with the cancer patient, special training courses are provided.

research

While much can be done in the fields of education and service to save the lives of many who now die unnecessarily, the ultimate cure for cancer still is hidden somewhere among the test tubes, microscope slides and mouse-cages in the laboratories of research scientists.

Not less than one-quarter of all the funds donated by the public to the American Cancer Society goes into cancer research. The Society itself does not own laboratories or conduct research but serves as an administrator of funds donated for this purpose.

Through the twenty-man Committee on Growth of the National Research Council and its sixteen subsidiary panels made up of 105 distinguished research men, applications for grants-in-aid, fellowships and scholarships are studied and evaluated. Money is granted where it will do the most in the broad field of cancer research. Because of the nature of cancer—its mysterious complexity which remains as elusive as the secret of growth itself—research into it must cover a wide range, including studies in the fields of biology, biochemistry, biophysics, chemotherapy and clinical investigations.

In addition to the grants-in-aid, fellowships and scholarships awarded by the Society following the recommendations of the Committee on Growth, institutional research grants are made by the national organization to provide financial aid to

recognized universities, hospitals and institutes which are carrying on broad cancer research programs.

Since the inception of its research program in 1945, the American Cancer Society has allocated through its national office more than 29 million dollars to cancer research. This has taken the form of 424 fellowships, 1,778 grants-in-aid and 248 institutional research grants, most of which are awarded on an annual basis. The Divisions of the Society, in some cases also give financial support to research projects within their own geographical areas.

In order to avoid any duplication or waste in the total cancer research effort, planning for the Society's research program is carried on in close cooperation with the National Cancer Institute of the U. S. Public Health Service, which maintains its own government-supported research program, and with other agencies operating in the field of cancer research.

In spite of increased interest and support on the part of the public, expansion of research activities and training of scientific manpower in this country are being held back through lack of funds. This is an economy our country can ill afford.

The American Cancer Society will continue to support to the limit of its available resources a carefully planned, comprehensive cancer research and research-training program.

statistical research

Among the most valuable services the Society provides nationally are those of its statistical research section, which collects

and makes available upon request accurate statistical data on cancer and gives consultative service in the analysis of such data to research workers, doctors, hospitals, state health departments and others concerned. Information collated by this branch serves as a basis for planning the Society's educational materials and programs. Special statistical charts, lantern slides and booklets are prepared for general and specialized use. This section also conducts epidemiological studies to investigate the conditions under which cancer is found, in an attempt to discover new factors which will contribute to control of the disease. It is actively engaged in assisting in the development of an adequate, uniform system of reporting new cancer cases throughout the country. Lack of such reporting through the use of tumor registries is one of the major hindrances to improved cancer control at the present time.

its relation to other organizations

The American Cancer Society is the pioneer organization in cancer control in this country and the only national voluntary agency in the field carrying on a total program of education, service and research. However, the cancer control movement, spearheaded by the Society, could not have progressed as it has, had it not been for the cooperation of every agency and organiza-

tion in the American community concerned with the health and welfare of people.

Since the beginning, the American Cancer Society has worked closely with the American Medical Association, the American College of Surgeons and the U. S. Public Health Service in planning and carrying out its professional program nationally and locally. It has the cooperation of the National Research Council and other distinguished medical and scientific bodies, both in an advisory capacity and as active participants in its work.

Early recognition that the cancer problem extends beyond medical and scientific fields into every segment of the community led the Society to enlist on a broad scale the support of civic-minded, lay groups. Civic organizations; service clubs; business, professional and fraternal groups; industrial, labor and farm organizations; religious, social and educational groups all participate in the Society's program by contributing the advice of their leaders and promoting active cancer control programs among their local units.

In addition to medical, scientific and lay groups which lend broad support to the cancer control movement, there are certain government agencies and private laboratories, hospitals and other organizations which engage in specific activities contributing directly to cancer research or cancer control. Important among these is the National Cancer Institute whose program of research has already been mentioned. The Institute was established by the United

States Government in 1937, largely as a result of popular demand created by the Society's early crusading efforts.

Besides its research activities, the Institute now has a program of cancer control which includes grants to states to supplement their own cancer control programs, teaching grants to medical schools and the subsidizing of professional training programs. The American Cancer Society works closely with the National Cancer Institute and enters into various cooperative projects with it, such as the production of films and the staging of national cancer conferences.

The American Cancer Society supports the work of competent organizations carrying on cancer research all over the United States, and serves to a considerable extent as a coordinating agent for privately supported activities in the field.

where it is going

It may seem a paradox to point on one hand to substantial advances made in cancer control during the past 40 years and at the same time to point to the steadily increasing cancer death rate in this country which is an inescapable fact. However, both statements are true: enormous progress has been made in cancer control; yet more people are dying of cancer than ever before. One of the most important factors contributing to this situation is the increasing age of our population as a whole. Successful crusades against the diseases of child-

hood and early adult life, such as tuberculosis, which, at the turn of the century, was the leading cause of death, have extended the life span of the average American to 68 years. He pays for the privilege of a long life by suffering the diseases of middle and old age. Cancer is primarily such a disease.

Continued increase in the age of the population is forecast and along with it we can predict an increase in cancer in this country in the years immediately ahead. But it need not necessarily follow that there will be more cancer deaths. With the knowledge and skills we have at hand, thousands of deaths from cancer can be prevented.

The American Cancer Society is concentrating its forces to reduce the number of cancer deaths, in spite of factors at work to increase them. This will be accomplished primarily through intensifying all the educational and service activities which bring about early detection of the disease, adequate diagnosis and prompt treatment. At the same time, the long-range objective of finding the cause and more effective methods of prevention, diagnosis and cure through integrated research activity must be pursued.

Increased efforts are also planned to meet the needs of the half-million or more people in this country who already have cancer and face the difficult problems of long-term illness with its physical, emotional and financial burdens. With help made available through the Society, many cancer patients can be rehabilitated and returned to periods of active usefulness in their communities.

Much can be done today to control cancer and the future holds promise of more and more effective methods of control. The American Cancer Society exists for the purpose of helping to control the disease by every possible means, but the success of its program depends on the active participation of informed and aroused individuals who are aware of the scope of the cancer problem and aware of the stake they have in its solution.

But it is not necessary for each of us to be a cancer doctor. With the knowledge and skills we have at hand, the thousands of deaths from cancer can be prevented.

The American Cancer Society is working to reduce the number of cancer deaths in this country by working to control the factors which cause cancer. This will be accomplished primarily through intensive health education and cancer control activities which focus on early detection of the disease, early diagnosis and prompt treatment. At the same time, the long-range objective is to reduce the cancer death rate by making the cancer more effective only in prevention, diagnosis and treatment through intensive research and education.

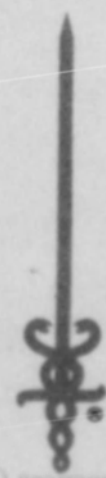
Research efforts are directed toward the work of the laboratory in cancer in the country who already have known and face the difficult problems of diagnosis and treatment. With help from the financial resources of the American Cancer Society, many cancer research projects can be established and carried out in the field of cancer control.

Learn to recognize

Cancer's Danger Signals

- Signal 1.* Any sore that does not heal.
- Signal 2.* A lump or thickening in the breast or elsewhere.
- Signal 3.* Unusual bleeding or discharge.
- Signal 4.* Any change in a wart or mole.
- Signal 5.* Persistent indigestion or difficulty in swallowing.
- Signal 6.* Persistent hoarseness or cough.
- Signal 7.* Any change in normal bowel habits.

These symptoms may *not* mean cancer, but any one of them should *always* mean a visit to a physician.



AMERICAN CANCER SOCIETY, INC.
(National Hdqrs., 47 Beaver St., New York 4, N. Y.)

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75-447-302-3 1000-10

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*The work of the American Cancer Society
is supported wholly by voluntary contribu-
tions from the public.*





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Washington 1, D.C.

October 25, 1954

Mr. Elmer H. Bobst, Chairman
National Campaign Committee
American Cancer Society
47 Beaver St., New York 4, New York

Dear Mr. Bobst:

With 235,000 Americans slated to die of cancer in 1955, the American Federation of Labor is endorsing fully the program and aims of the American Cancer Society.

It has been pointed out that cancer is a disease that has great personal significance. The greatest safeguard against cancer is a personal alertness to the early signs of the disease. The number of those now saved from cancer each year could be doubled through individual awareness of cancer's danger signals and prompt treatment. One goal of the American Cancer Society program is to teach everyone these facts and to urge them to have frequent medical examinations.

All American Federation of Labor members are urged to contribute generously to the Society's 1955 fund-raising crusade in April and if possible to assist the drive as volunteers.

Sincerely yours,

George Meany
President

American Federation of Labor.

SUGGESTED EDITORIAL

The whole nation will again observe April as Cancer Control Month, so designated by proclamation of the President of the United States and as authorized by act of Congress.

As an organization and as citizens individually, it is our duty to participate. During this month the least we can do is give some personal thought to the problem of cancer.

And when we do, the first staggering fact concerns the proximity of cancer to all of us. The American Cancer Society has pointed out that cancer will strike one in every four Americans.

Let's look at this another way. On the basis of a wager, our chances of some day getting cancer are one to three. For every three persons who escape cancer, there is one who will have the disease.

What happens to the unlucky one in this quartet? Right now his chances of surviving the bout with cancer are just the reverse of his getting it because only one-fourth of those who get cancer today are saved. But twice as many could be saved if the disease were detected early and promptly treated. This represents about 75,000 lives a year that are lost needlessly right now.

Eventually research will find a means of saving many more lives and perhaps all of them. These two goals -- saving more lives today and eventually conquering cancer completely -- are the American Cancer Society's objectives.

We sincerely urge everyone to observe Cancer Control Month and to support the 1955 Crusade of the American Cancer Society.

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CANCER MESSAGE FOR LATER PUBLICATIONS

In an effort to halt the annual needless deaths of 30,800 men and women, the American Cancer Society this year is placing major emphasis on three of the most common forms of cancer — lung, breast and uterus.

Last year these three types of cancer took a total of 59,000 lives — lung 24,000, breast 20,000 and uterus 15,000. But 30,800 of them could have been saved had the disease been detected earlier and treated promptly.

In placing special emphasis on these sites without slackening its fight against all forms of cancer, the Society seeks to measurably reduce the cancer death rate. "Success depends," Dr. Charles S. Cameron, ACS Medical and Scientific Director, said, "on the total participation of every man and woman".

ACS statistics show that with one alarming exception the major sites of cancer are no longer increasing substantially as a cause of death. The exception is lung cancer which last year took the lives of 20,000 men and 4,000 women.

Other sites of cancer are leveling off as major killers and substantial gains have been made against cancer of the uterus. As a result, the death rate from cancer among women between 25 and 75 has shown a decline of 10 per cent during the past decade.

The American Cancer Society expects that the attack against cancer of the breast will soon be reflected in dropping death rates. The key to this effort to save lives is the technique of breast self-examination which teaches women to examine their breasts once a month for tiny lumps or irregularities which might mean the start of early and probably curable cancer. While local cancer of the breast can be cured in seven out of ten cases, today fewer than four out of ten are saved.

The progress against cancer of the uterus will be speeded when the Papanicolaou smear method of detection is more widely used. This is based on the discovery that even early cancers shed cells in body fluids. These cells can be picked up in a vaginal smear from which a slide is prepared and examined under the microscope by specially trained technicians. Cancers so early that they show no other signs have been discovered by this method. Women over 35 are urged to have pelvic examinations twice a year.

The problem of lung cancer probably is the greatest challenge facing cancer control efforts. A relatively rare disease 40 years ago, cancer of the lung is now a major cause of death. Only about five per cent of all lung cancers are cured today but with early detection and prompt surgical treatment this figure could be changed to at least 50 per cent, most authorities believe.

Early lung cancer can be detected by x-ray. The "silent shadow" of cancer of the lung shows up when the disease is most easily cured.

- 2 -

The ACS program advises men to have annual chest x-rays along with a thorough physical examination. Men over 45 should have two chest x-rays a year because the heaviest incidence of lung cancer begins to occur at this age.

"If every man and woman had regular examinations and received prompt and proper treatment," Dr. Cameron said, "another 44,200 men and women could be saved each year from other types of cancer, bringing the total to 75,000.

"With increasing vigor, labor organizations are helping the Society in its effort to save lives — by spreading the Society's life saving facts among workers and by impressing upon membership the importance of regular health examinations.

"By working together, the medical profession and the worker are pressing forward in the fight against cancer. By a little more effort we can press forward more rapidly."

####

SUGGESTED ENDORSEMENT

With 235,000 Americans slated to die of cancer this year, the
is endorsing fully the programs and
aims of the American Cancer Society.

The American Cancer Society is the only major organization in this
country that wages a three-point attack on cancer. Scientists aided by ACS
funds are laboring to discover the cause and cure of cancer; doctors and
experts are campaigning vigorously to educate the public about cancer, to
the urgency for early diagnosis and immediate treatment; ACS volunteers go
into the homes to render service to the victims of cancer.

The American Cancer Society provides leadership in the fight
against a disease that eventually will strike one out of four Americans if
present rates continue. As long as this terrible threat exists we must all
lend our firm support to the American Cancer Society's program of cancer
control. We urge all members of the
locals to participate in the American Cancer Society crusade in their com-
munities and to give generously to the 1955 campaign.

(You may make any changes you desire or write your own endorsement. Please
retype the endorsement you select on your own letterhead.)

ADMINISTRATIVE FILE
American Cancer Society
X
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March 1954

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Y

Mr. Elmer H. Bobst, Chairman
National Campaign Committee
American Cancer Society, Inc.
47 Beaver Street
New York 4, New York

Dear Mr. Bobst:

Cancer this year will snuff out the lives of a quarter-million Americans. As large as that number is, the American people owe thanks to the American Cancer Society that it is not much larger.

I urge every member of the International Brotherhood of Teamsters to respond generously to its annual appeal being held this April.

Largely through programs of the American Cancer Society, science has developed medical techniques to arrest and eradicate cancer that offer hope of eventually conquering the dread disease.

Countless lives have been saved by attacking cancer at its early stages. For this we are indebted to the Society's vast and continuing effort to educate the public about symptoms and cures of the rampaging killer.

I know that many Teamsters all over the country have volunteered their help during past fund raising crusades. I hope that even more will offer their help in this year's effort.

Sincerely,

Dave Beck
General President



AMERICAN CANCER SOCIETY, INC.

47 BEAVER STREET, NEW YORK 4, N. Y. • HANOVER 2-3277

January 26, 1954.

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Mr. Dave Beck, President
International Brotherhood of Teamsters,
Chauffeurs, Warehousemen & Helpers of America
100 Indiana Avenue, Northwest
Washington, D. C.

Dear Mr. Beck:

This is to call attention to my letter of
December 28, 1953 which you apparently have been too
busy to answer. For your easy reference I am enclosing
another copy.

In order to accomplish the work necessary in
preparation for our April Crusade I do hope we will hear
from you shortly. The need for all-out cooperation in
fighting man's cruellest enemy is of utmost importance.

We deeply appreciate your help in making the
control of cancer possible.

Sincerely yours,

Elmer H. Bobet
Chairman
National Campaign Committee

Enclosures:

1. Endorsement George Meany, Pres. A.F. of L.
2. Suggested endorsement
3. Suggested editorial
4. Suggested cancer message
5. Return postcard
6. Copy of letter of Dec. 28, 1953.



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LONG DISTANCE TELEPHONE NATIONAL 8-3870-1-2-3-4
CABLE ADDRESS AFEL.

Washington 1, D. C.

November 5, 1953

Mr. Elmer H. Bobst, Chairman
National Campaign Committee
American Cancer Society, Inc.
47 Beaver Street
New York 4, N. Y.

Dear Mr. Bobst:

One of the most critical public health problems menacing our nation today is cancer. This ruthless killer, according to the American Cancer Society, will take the lives of an estimated 230,000 Americans in 1954.

The American Cancer Society was the pioneer in the nationwide fight against cancer. Its program over the past decade has been reflected in cancer cures that were impossible 10 years ago together with a much more widespread public enlightenment about cancer. The American Federation of Labor urges all of its affiliated organizations and their members as civic minded citizens to support it with generous contributions and if possible as volunteers during the 1954 fund-raising crusade next April.

Sincerely,

George Meyer
President,
American Federation of Labor

B

SUGGESTED ENDORSEMENT

One in every five members of the
will some day be struck by cancer. This fact alone might provide sufficient
reason for our endorsement of the programs and aims of the American
Cancer Society.

There are two further facts which literally compel our endorsement.

First, the fact that cancer will strike in the immediate families of half our members, bringing tragedy, suffering and heartache. This is something which cannot be reckoned in workdays lost or in dollars and cents.

Second, the nature of the American Cancer Society itself claims our endorsement. It is the only national organization -- supported by gifts -- with research, education and service programs seeking to save lives from cancer. It is the organization which has taken the lead in combatting this serious problem.

Therefore, the _____ urges _____ its members and all affiliates and locals to support to the fullest the American Cancer Society's 1954 program. As civic minded citizens in their communities, they can set a good example by contributing to the American Cancer Society crusade.

(You may make any changes you desire or write your own endorsement.
Please retype the endorsement you select on your letterhead.)

SUGGESTED EDITORIAL

The month of April again has been designated as "Cancer Control Month". This is a time when we all should pause to remind ourselves that the menace of cancer is still increasing, having risen from eighth place as a cause of death at the turn of the century to second place today.

All of us who are concerned with striving to improve our way of life must realize that the tangible gains of better working conditions, better income and a higher standard of living are academic without sound bodies to enjoy them.

We are vitally concerned in helping to reduce and wipe out the threat of cancer that statistics show will eventually strike one in every five Americans unless the present incidence is altered.

How can we do this? Each of us personally and our organized groups collectively can lend our help in the educational and fund raising programs of the American Cancer Society.

During the current Crusade, we are asked to participate especially in learning the facts about cancer, having frequent physical examinations and learning cancer's seven danger signals. In this way we can safeguard ourselves and the lives of our loved ones. Early cancer is frequently curable. Cancer discovered too late is almost a certain death sentence.

We sincerely urge you to cooperate in the 1954 Crusade of the American Cancer Society.

CANCER MESSAGE FOR LAY PUBLICATIONS

The American Cancer Society's objective of "saving lives today" is focusing its attention this year on lung cancer which killed 22,000 Americans -- 19,000 of them men -- in 1953.

Dr. Charles S. Cameron, American Cancer Society medical and scientific director, said that the failure to check a sharp rise in lung cancer deaths is an important reason for the over-all increase in the cancer death rate.

He disclosed that the death rate for cancer among women is declining and that the unprecedented rise in lung cancer is chiefly responsible for a continuing increase in the cancer death rate among men.

Dr. Cameron said: "We are gaining ground on cancer but not fast enough". He pointed out that all other sites of cancer, if increasing at all, are doing so only slightly. He said: "Three factors, the total population increase, the lengthening life span and the sharp increment of lung cancer, are operating to produce cancer faster than our present pace of control can keep up with".

"This may be summarized", he said, "simply by saying that one's chances of being cured of cancer today are somewhat better than they were 20 years ago, but one's chances of getting cancer today are significantly greater than they were 20 years ago".

Cancer of the lung, which is being cured in only about five per cent of cases, might be cured in 50 per cent of cases if the disease is detected early and adequate treatment given in time.

This is one of the sites of cancer that doctors can do something about as a result of early detection. Five other sites of cancer also would show marked improvement through a program of regular physical examinations, according to Dr. Cameron. He has pointed out how the present cure rates could be changed if a nationwide effort to check cancer early is successful.

The other five sites and the present and potential percentages of lives saved are: uterine cancer, which is presently cured in 30 per cent of cases but could be cured in 70 per cent; breast cancer 35 and 75 per cent; rectal cancer, 15 and 70 per cent; and skin cancer, 85 and 95 per cent.

In addition to regular physical examinations, it is suggested that everyone should be alert for early signs of cancer. One way to do this is by learning cancer's seven danger signals. They are:

1. Any sore that does not heal.
2. A lump or thickening in the breast or elsewhere.
3. Unusual bleeding or discharge.
4. Any change in a wart or mole.
5. Persistent indigestion or difficulty in swallowing.
6. Persistent hoarseness or cough.
7. Any change in normal bowel habits.

Any of these signs do not necessarily mean cancer, but they should mean an immediate visit to your doctor, the American Cancer Society says.

Labor organizations are helping the American Cancer Society more and more in spreading its educational message.

Through widespread education, the medical profession and laymen are pressing forward jointly in the fight against cancer.



AMERICAN CANCER SOCIETY, INC.

47 BEAVER STREET, NEW YORK 4, N. Y. • HANOVER 2-3277

December 28, 1953.

C O P Y

The American Federation of Labor supports the American Cancer Society's vigorous fight against mankind's cruellest killer — CANCER — as the enclosed message from George Meany indicates.

This fight is being waged on three fronts:

1. Public Education — The number of lives saved from cancer could be doubled this year by early detection and prompt treatment. Thirty million pamphlets of cancer's seven danger signals, thousands of exhibits, films, newspaper and magazine articles, radio and TV programs urging frequent medical examinations were produced last year.
2. Research — The attack on cancer by American Cancer Society research last year totaled more than 325 research grants costing about \$5,000,000 — to find new methods of cure and to seek the causes of cancer.
3. Service — Constantly improving professional and lay service to cancer patients. (Last year more than 11,000,000 cancer dressings were distributed without charge; trained nurses were provided for home care; in many areas drugs and medical supplies were given to cancer victims, etc.)

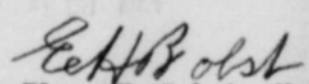
Your cooperation for 1954 in bringing the message about cancer to all of your members in one or both of the following ways will be appreciated.

1. Endorse the program of the American Cancer Society. (Suggested endorsement is attached. Please return a signed copy on your letterhead.)
2. Publish a story or message about cancer in your March, April or May official journal. (Suggested material is attached.)

We would appreciate receiving a copy of your publication carrying the "CANCER" story.

Your assurance of cooperation will be greatly appreciated. To indicate how you will cooperate, please check off and return the enclosed post card.

Sincerely,


Elmer H. Bobat, Chairman
National Campaign Committee

Enclosures - 6

INTER-OFFICE COMMUNICATION
FROM
JOHN F. ENGLISH

February 27, 1953

TO: OFFICE OF THE GENERAL PRESIDENT

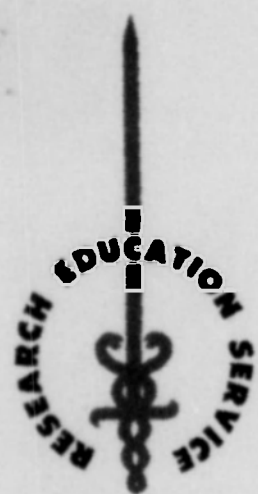
The attached letter from the American Cancer
Society is referred to your office for
disposition.

Fraternally yours,

John F. English
JOHN F. ENGLISH

JFE:ms
ATT:

*No answer until
correspondence
closed 5-13-53.*



AMERICAN CANCER SOCIETY, INC.

47 BEAVER STREET, NEW YORK 4, N. Y. • HANOVER 2-3277

February 18, 1953

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American Cancer
Society

Mr. J. E. English, Secretary
International Brotherhood of Teamsters, Chauffeurs,
Warehousemen and Helpers of America
222 E. Michigan St.
Indianapolis 4, Indiana

Dear Mr. English:

Your help is needed to fight cancer. Will you
please refer to my letter of January 21 since we have not
received any answer from you.

Sincerely yours,

Elmer H. Bobst

Elmer H. Bobst
Chairman
National Campaign Committee

ADMINISTRATIVE FILE

American Cancer Society
X Sims, Phillip C.
X Contributions

June 4, 1963

Mr. Phillip C. Sims, Field Representative
Southeastern Michigan Division, Inc.
American Cancer Society
2895 West Grand Boulevard
Detroit 2, Michigan

Dear Mr. Sims:

Your letters of May 2nd and 28th have been received, and I regret that we have not answered sooner.

However, in answer to both communications our organization is not in any position at this time to make a contribution to your fund.

Very truly yours,

H. J. Gibbons
Executive Assistant to the
General President

HJG/yk

AMERICAN
CANCER
SOCIETY



SOUTHEASTERN MICHIGAN DIVISION, INC.
Serving the Tri-County Area with the World's Knowledge and Experience in Cancer Control
2895 WEST GRAND BOULEVARD • DETROIT 2, MICHIGAN • TR 2-2277

May 28, 1963

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Mr. James Hoffa
President
International Brotherhood of Teamsters
2801 Trumbull
Detroit 16, Michigan

Dear Mr. Hoffa:

I'm writing as a follow up to my letter of May 2. Due to the fact that I have not received a reply and being a persistent type, I felt it incumbent of me to sent this brief follow-up letter.

As I've pointed out in both previous letters, I am extremely interested in reaching as many members of the Teamsters International as possible. To do this adequately, I need your help. Note that I enclose herewith, a copy of the May 2, letter.

Hoping to hear from you soon. With every good wish,

Fraternally,

Phillip C. Sims
Field Representative

PCS/cd

Enc.

May 2, 1963

Mr. James Hoffa
President
International Brotherhood of Teamsters
2801 Trumbull
Detroit 16, Michigan

Dear Mr. Hoffa:

I'm writing in regards to the letter I sent you on October 17, 1962. On October 20, 1962, I received a reply from Mr. Frank E. Fitzsimmons stating for me to contact Mr. George Roxburgh. However, Mr. Roxburgh was in the midst of preparing for re-election and we were never able to get together.

I'm still very much interested in reaching as many members of your International Union as possible. Cancer, this country's second leading cause of death, knows no favorites. From one trade unionist to another, I'm asking you to decide in favor of the Teamsters member who may die of cancer, unless we reach him in time with life-saving information.

As you may already know, we conduct our annual fund-raising and educational crusade each April. While the final figures are not available, I am able to report that more people were reached in the Tri-County Area with life-saving information than ever before. This is based on the amount of American Cancer Society literature distributed to the public. With final reports still to come in and be counted, it looks like another good year in our fight against this dread disease.

Speaking in behalf of the more than 30,000 American Cancer Society volunteers in the Tri-County Area, and the more than two million volunteers across the country,

Mr. James Heffa, President
International Brotherhood of
Teamsters

May 2, 1963

we would certainly welcome a generous contribution from the Teamsters International Union. Such a contribution would be counted in the 1963 April Crusade. The cancer problem is a continuous one that requires continuing funds for our nationally co-ordinated programs of research, education and service.

I can arrange to have some of the country's leading cancer research personnel and educators meet with you, at your convenience, to discuss why your help is greatly needed. I feel certain you would be interested in our local and national programs. Knowing that dollars will speed the ultimate victory, we are seeking funds by every means at our command.

We, meaning you and I, cannot rest - not until cancer no longer claims the lives of innocent victims - not until cancer is conquered once and for all.

Thank you for your concern and consideration in this matter and hoping to hear from you at earliest convenience.

Sincerely,

Phillip C. Sims
Field Representative

PC3/ed

Office of the General President

To: Mr. English

From: H. J. Gibbons

ADMINISTRATIVE FILE ✓
American Cancer Society
X *Contributions*
X 2/27/63
DATE

This will authorize the issuance of a check in the amount of
\$100.00 to the American Cancer Society as a donation from
our organization.

H. J. Gibbons
Executive Assistant to the
General President

HJG/yk

ADMINISTRATIVE FILE ✓
American Cancer Society
- X Sullivan Ed -
X



AMERICAN CANCER SOCIETY, INC.

521 WEST 57th STREET, NEW YORK 19, N. Y. • PLAZA 7-2700

February 17, 1956

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Mr. Dave Beck, General President,
International Brotherhood of
Teamsters, Chauffeurs, Warehousemen
& Helpers of America,
25 Louisiana Avenue, N.W.,
Washington 1, D.C.

Dear Mr. Beck:

Your letter of January 21st to Mr. Ed Sullivan has
been passed along to us and we have today written
Mr. Ritter as per copy attached.

We want to thank you for your kindness.

Sincerely,

Esther Allegretti
Esther Allegretti
Magazine Editorial Service

PA:encl



ADMINISTRATIVE FILE ✓
American Cancer Society
x Sullivan, Ed
x



AMERICAN CANCER SOCIETY, INC.

821 WEST 57th STREET, NEW YORK 19, N. Y. • PLAZA 7-2700

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Mr. Lee Ritter
Mansdell Inc.,
810 Rhode Island Avenue, N.E.,
Washington, D.C.

Dear Mr. Ritter:

Mr. Beck of the International Brotherhood of Teamsters, Chauffeurs, Warehousemen and Helpers of America has written suggesting that we contact you direct with reference to possible editorial cooperation in the INTERNATIONAL TEAMSTER during April, the month designated by President Eisenhower as Cancer Control Month.

We are enclosing a copy of our FEATURE SERVICE, which contains informative editorial material. Some of the articles are signed, but these or other business may be used at the discretion of the editor.

Line drawings can be used directly from these pages for offset reproduction or to make line cuts for letter press printing. Sets of line cuts and 1 glossy photo are also available free of charge and can be obtained by mailing the accompanying order card.

We are, of course, very glad to cooperate in the preparation of any special editorial material if you have need for same. And we would very much appreciate a copy of any issue in which our material is used.

Sincerely,

Esther Allegretti
Esther Allegretti
Magazine Editorial Service

Encl

January 31, 1956

Mr. Ed Sullivan
521 West 57th Street
New York, New York

Dear Mr. Sullivan:

Our International Union will be delighted to again participate in the program of the American Cancer Society. I am forwarding your letter and enclosed material to Mr. Lee Ritter of Ransdell, Inc., publishers in Washington, D. C. The Ransdell organization publishes our International Teanster, a monthly publication, and if you will communicate directly with Mr. Ritter at 810 Rhode Island Avenue, N. E., he will cooperate in doing a story in a coming issue.

With good wishes, I am

Sincerely yours,

David Beck

DB:aw
cc Lee Ritter

ED SULLIVAN

"TOAST OF THE TOWN"
C B S. TV. SUNDAY NIGHT
521 WEST 57TH STREET
NEW YORK CITY

January 16, 1956

Mr. David Beck, President
International Brotherhood of Teamsters, Chauffeurs,
Warehousemen & Helpers of America
25 Louisiana Ave., N. W.
Washington, D. C.

Dear Mr. Beck:

The American Cancer Society has organized and united the American public and its doctors in a nation-wide attack against one of the most dreaded mass diseases of our time, cancer.

The A.F.L.-C.I.O. has given full endorsement to the American Cancer Society as the enclosed message from George Meany indicates.

The American Cancer Society is the only voluntary health agency in the United States fighting cancer through comprehensive programs of research, education and service. The goal of the Society is the complete conquest of a disease that threatens the lives of 40,000,000 Americans now living. Your most welcome effort last year helped us to reach your members and their families in their respective communities. We again request your support in our next CANCER CRUSADE in April 1956, in the following manner:

1. Endorse the program of the American Cancer Society.
(Suggested endorsement is enclosed. Please return a signed copy on your letterhead).
2. Publish a story or message about cancer in your March, April or May official journal. (Suggested material is attached.)

We would appreciate receiving a copy of your publication carrying the "CANCER" story.

Your assurance of cooperation will be greatly appreciated. To indicate how you will cooperate, please check off and return the enclosed post card.

Sincerely,

Ed Sullivan
Ed Sullivan
National Campaign Chairman
American Cancer Society

GENTLEMEN: Please send me the following without charge from ACS Feature Service No. 576, for use in our publication:

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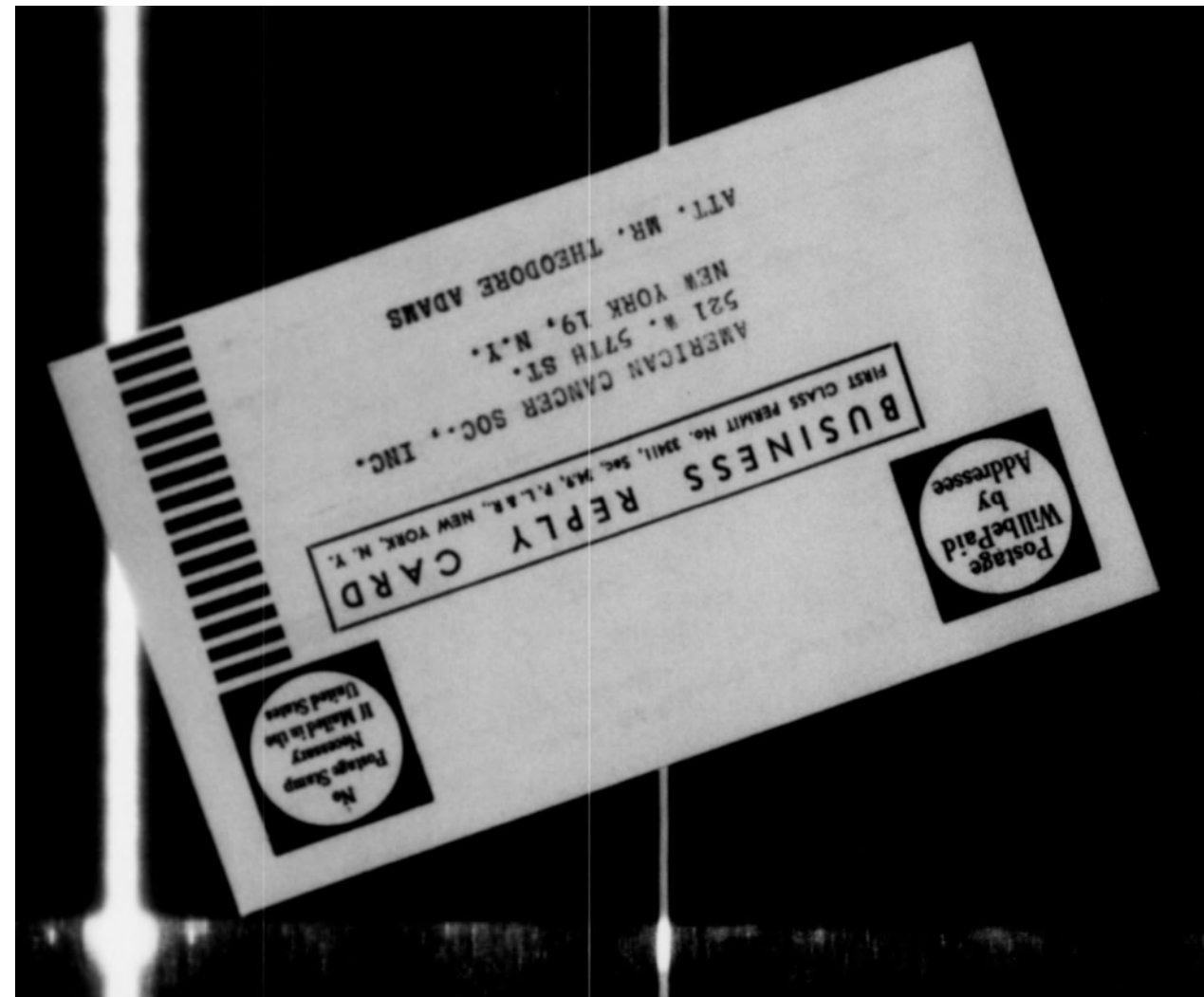
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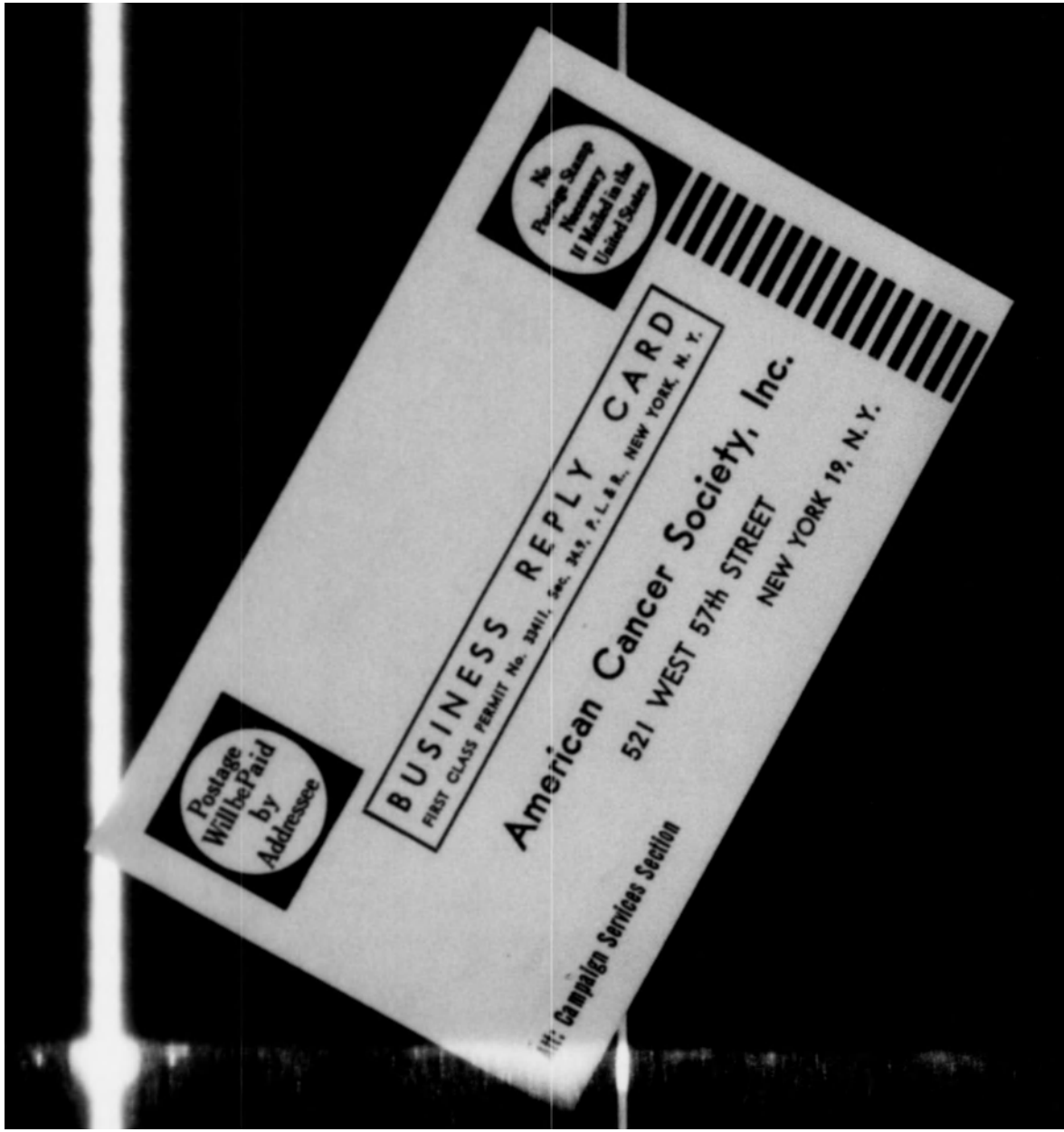
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VOL. XI NO. 1
AMERICAN
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American Cancer Society

Feature Service

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1956 Slogan: *Fight Cancer with Checkup and Check*

By CHARLES S. CAMEROV, M.D.
*Medical & Scientific Director
American Cancer Society*

The American people are becoming increasingly aware that cancer is no longer to be regarded as a disease against which they are necessarily helpless. They know that about half of all cases are curable by surgery or radiation—when detected and treated early enough. They know there are 100,000 fellow Americans alive today, already cured by these methods, and that 80,000 more are being saved yearly. They know that scientists all over the country—supported in whole or in part by American Cancer Society research grants—are working around the clock to fathom the basic mysteries of the uncontrolled cell growth which is cancer, meanwhile uncovering improved treatment techniques.

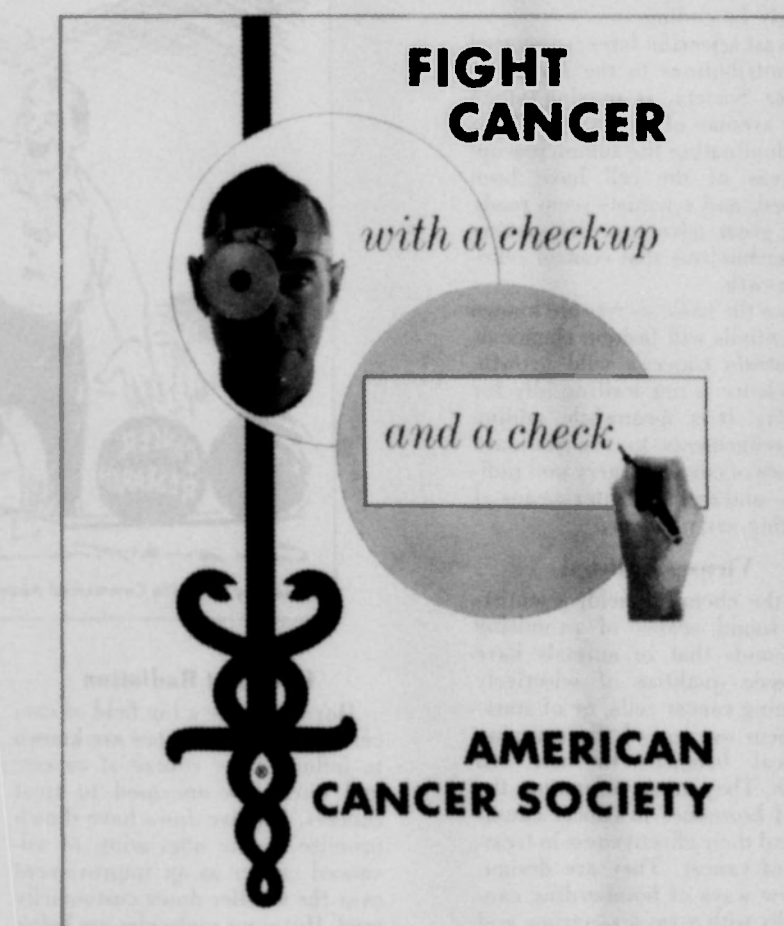
The American people are familiar with most of these encouraging facts about cancer, plus some others not so encouraging: for instance, that last year 80,000 men, women and children died of cancer who might have been saved. Eighty thousand people are more than the population of many large cities—Portland, Me.; Charleston, S. C.; Evanston, Ill.; Amarillo, Tex.; Topeka, Kan.; Santa Monica, Calif., and dozens more.

Doctor as Sentinel

Nevertheless, our studies show that thinking Americans are beginning to face realistically their responsibilities toward cancer—their individual responsibilities, their collective responsibilities; individual in the sense of periodic checkups for themselves, collective in the sense of their increasing financial support to the Society's annual fund-raising drives.

The Society has adopted for this April's \$26,000,000 Crusade the slogan: "Fight Cancer with a Checkup and a Check."

The doctor is everyone's first line of defense against cancer, and thus we urge all adult Americans



No. 574-A (Glossy Photo)

to visit him once a year for a physical examination. He is the one who can often spot cancer in the so-called "silent" stage, before any symptoms appear, when the disease is most curable. Women over 35 should have a pelvic checkup and men over 45 a chest x-ray twice a year.

Now the other half of the slogan.

The ACS is out to save lives by spreading all the knowledge we have at present, and to gain new knowledge to save more lives. Thus, our job is to continue educating the public to the importance of checkups, to learn cancer's seven danger signals, and to act on this knowledge. Our job is also to bring service to the needy pa-

tient who is already ill with cancer; to ease pain; to help finance tumor clinics and other diagnostic services. That also costs money. But perhaps the biggest reason for fighting cancer with a check is to find out what causes this tragic disease. That's research.

Today new frontiers are being explored by over 1,000 scientists in cancer research. They're supported by the American Cancer Society in 152 institutions. What are some of the new frontiers? Exploring the secrets of the human cell, stronger radiation machines, better surgical techniques, hormones, new drugs. Research is slowly winning the battle, but dollars keep the battle going.

DAWN BREAKING IN CANCER RESEARCH

By FARMAN W. NORDEN

Executive Officer,
Research Department
American Cancer Society

The black night of cancer may already be ending.

A vast scientific force, supported by contributions to the American Cancer Society, is moving along many avenues of research. Methods for illuminating the submicroscopic areas of the cell have been mapped, and scientists seem ready for a great adventure discovering the mechanisms that control cellular growth.

Once the basic secrets are known other minds will fashion chemicals to restrain cancer's wild growth. But science is not waiting idly for this day. It is, meanwhile, adding new refinements to the standard methods of cure—surgery and radiation—and seeking better means of detecting early cancer.

Viruses Enlisted

In the chemical field, scientists have found scores of promising compounds that in animals have the basic qualities of selectively poisoning cancer cells, or of starving them out, or of disarranging chemical balances to halt cell growth. They are investigating the role of hormones in cancer causation and their effectiveness in treatment of cancer. They are designing new ways of bombarding cancer cells with x-rays, electrons and radiation from hypodermis of atomic reaction. They are seeking to "train" viruses to attack cancer and they are trying to understand and harness the body's natural defenses against cancer.

In animals, inheritance is a factor in the development of cancer; does heredity enter into human cancer? To answer this possibility, studies are pressed through many generations of laboratory animals.

Viruses are known to cause cancer in chickens. The possibility that viruses may be a factor in human cancer has been neither proved nor disproved. But, since certain viruses have been observed in animals to localize in tumors and destroy them, research is being devoted to the possibility that viruses might be adapted as agents for cancer treatment.

"BOY! SET 'EM UP IN THE OTHER ALLEY!"



Courtesy Nashville Commercial Appeal

No. 575-A-2 (Mar)

Low Cost Radiation

Hormones are a big field of cancer research. Hormones are known to influence the course of cancer, and hormones are used to treat cancers. Massive doses have shown promise in the alleviation of advanced cancer as an improvement over the smaller doses customarily used. Hormone molecules are being rebuilt to increase their effectiveness as well as to decrease undesirable side effects.

A linear electron accelerator, now being perfected at Stanford University, will provide powerful cancer radiation treatment at low cost. The usefulness of radioactive isotopes in the treatment of particular cancers is being broadened. Tracer compounds containing radioactive elements are used more and more widely in basic research.

So far, no cures of human cancer have been achieved with drugs alone. But drugs have temporarily checked the disease, eased pain and prolonged life in some patients. The search for a drug with curative properties is being sped through a vast, integrated program reaching all the way from the manufacture of new chemicals to the

ultimate trial of promising drugs on human cancer sufferers. A world-wide search has been launched for plants that may contain drugs effective against cancer.

Smoking Studied

In recognition of the grave importance of lung cancer as an increasing cause of death, special studies in this field are being pursued. Possible causes—tobacco smoking, automobile exhausts, industrial fumes, smog—are being sought through statistical studies of various populations.

The Papanicolaou smear, long established as a precision weapon in cancer detection, is being extended to sites other than the uterine cervix and is being assessed as a tool for mass screening. A machine to read Papanicolaou smears automatically is under development.

Not all of this was accomplished in the past year, but all of it gained added emphasis during that time.

The challenge has been called science's greatest. The goal is to save all 40,000,000 Americans alive today—and untold millions of future generations—who may be expected to develop cancer.

CANCER FACTS FOR WOMEN

You are not likely to die of cancer. The big majority of women don't. But no woman should feel immune. Cancer is a threat at any age, and especially after 35.

Women can have many forms of cancer. By far the most common sites are: the reproductive organs (usually the cervix), the breast and the digestive tract.

The bright side of this situation is that cancers of the cervix (the neck of the womb) and breast are easy for a doctor to detect and about three out of four can be cured if properly treated while limited to the cervix or the breast.

The dark side is this: pain is seldom an early symptom of cancer. Thousands of women die needlessly each year because they do not see their doctors soon enough.

Seven Danger Signals

To protect yourself and your family, follow these rules:

First: Have a thorough physical checkup once a year. Pick a regular time, such as your birthday. If you are over 35, have a pelvic examination six months later.

Second: Learn the 7 danger signals which may mean cancer—1. Any sore that does not heal; 2. A lump or thickening in the breast or elsewhere; 3. Unusual bleeding or discharge; 4. Any change in a wart or mole; 5. Persistent indigestion or difficulty in swallowing; 6. Persistent hoarseness or cough; 7. Any change in normal bowel habits. If you notice any of these symptoms between regular health checkups, visit your doctor at once. None of them is a sure sign of cancer.

Breast Self-Examination

Third: Learn how to examine your breasts once a month. Six

WOMAN—GUARDIAN OF THE FAMILY'S HEALTH

By MARJORY FLEMING

Today's woman is many things to many persons but, primarily, her sphere of greatest usefulness is as wife, mother and mistress of the household. And in no area of this domestic complex does her responsibility lie heavier than as custodian of the family health.

It's true. Women are the family's first bastion of defense against illness. The man may be the breadwinner, but when young Davy Crockett is sick it's mother who sits up with him. It is she who charts his fevers and administers the healing potions; whose duty it is, in short, to see he not only gets well, but stays well.

Women today know that health is related to our attitudes toward it. For women's role in health maintenance today is more than ever in guarding against sickness; cancer, for instance, or didn't you know that cancer is our greatest killer of children between the ages of 3 and 15?

Weeks after childbirth, visit your doctor to make sure there are no womb injuries which need repair.

If you follow these suggestions, relax. Nobody should disturb your peace of mind with the old stories about breast cancer being caused by a single blow, and married women being more susceptible than single women. There is no scientific evidence behind these notions.

For more free information, write or phone your nearest office of the American Cancer Society.

Women Must Watch

The intelligent, well-informed woman knows that definite preventive steps can be taken to guard her loved ones against this terrible disease that kills some 250,000 Americans annually. Today, fewer women than men die of cancer; in fact, since 1949, the cancer death rate in women has been decreasing while that in men has climbed. Why? Because women have heeded the importance of early diagnosis.

We must watch our menfolk more carefully, must insist that they have regular physical checkups. That is the only way the current increase in male cancer deaths can be checked.

With children—well, we all know when a child is sick. Proper diagnosis here is the important thing. A number of cancers in children are curable. The worst killer is leukemia—and for this, tragically, we have as yet no cure but only alleviation.

Checkup for Men

As to adults, let's take a look at stomach cancer. It's the number one cancer killer among men. To day only about one out of 20 cases is being cured. But, if detected early, as many as 12 out of 20 stomach cancers could be cured. The housewife can influence these figures by insisting that her husband check up on persistent indigestion. "Persistent" means two weeks. Cancer of the prostate is another frequent killer of men (about 10.6 per cent of all male cancer deaths), and, of course, lung cancer. Mostly because of delay, 11,000 men die of cancer of the intestines each year—localized cancer of the large intestine is readily cured by surgery.

Wives may have to use all their womanly wiles to get their husbands to have routine physical examinations. Some courses remind each other on this vital chore. Another arrangement is to have checkups at the same time.

Information about cancer detection facilities can be secured from the American Cancer Society in your own community.

THOUSANDS OF LIVES CAN BE SAVED IF...



GIVE TO YOUR UNIT OF THE AMERICAN CANCER SOCIETY

No. 576-B (Mar)

Cancer Is \$12 Billion Drain on U. S. Economy

Some \$100 million a year is being paid out in insurance to beneficiaries of cancer victims. About half of this total is disbursed by private companies; half by fraternal and labor associations, and by governmental agencies such as Civil Service, Railroad Retirement, and Social Security.

Cancer will make medical indigents out of more families in America during 1956 than any other single disease, and at the same time take a \$12 billion chunk out of the national economy.

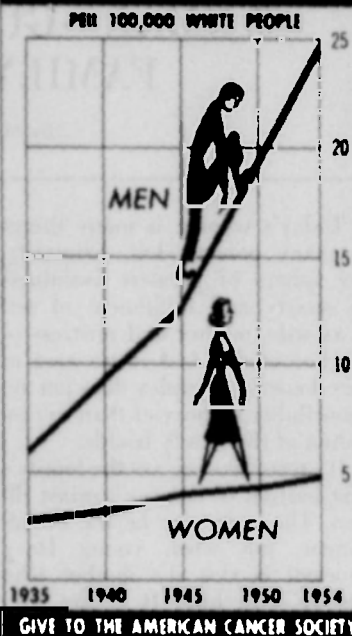
More than 113,000 man years are lost each year in industry due to cancer disabilities, a loss which represents some \$427,140,000 in earnings and \$55,709,000 in Federal income tax revenue.

Everyone Pays

These facts highlight a report on the high cost of cancer to the American people as made recently by Dr. Charles S. Cameron, Medical and Scientific Director of the American Cancer Society.

Stating that cancer in the past ten years has deprived 825,000 families of their breadwinner, Dr. Cameron says: "The economic impact on individual families can be catastrophic. Hospital and doctor bills, surgery, radiation, nursing, drugs, dressings, run into big money—all this at a time of no, or curtailed, income. Despite insurance and group health policies, family savings almost inevitably are sacrificed. In these ways about half of the victims of cancer, and their families, are reduced to medical indigence."

LUNG CANCER DEATH RATES PER 100,000 WHITE PEOPLE



GIVE TO THE AMERICAN CANCER SOCIETY

No. 574-B (Mar)

National Study Asked

Pointing out that few American families escape cancer, since it strikes one in four people, Dr. Cameron noted that virtually all Americans pay for the disease, through taxes, even if they are fortunate enough not to develop cancer themselves. The U.S. Veterans Administration estimates that veterans' cancer care, treatment and benefit payments will cost the U.S. taxpayer from \$3 to \$5 billion.

Dr. Cameron stressed the need for a nation-wide study of the economic impact of cancer on individual wage earners. This immense loss could be reduced greatly, he pointed out, if leaders of business and industry would help the A.C.S. bring the lifesaving facts of cancer education to employers, and themselves participate by fighting cancer with a checkup and a check.

CANCER FACTS FOR MEN

A lot of men don't worry about cancer because they think—wrongly—it is a woman's disease, or that if they get it they're done for.

There's no use worrying about cancer but there's plenty of good sense in taking simple precautions.

Cancer is not primarily a woman's disease. This misconception is due to the frequency of cancer of the breast and cancer of the reproductive organs in women in comparison with the more varied occurrence of cancer in men.

More men die of cancer than do women, and most of the cancers that affect men are more difficult to detect. Common types are: cancer of the digestive system (stomach, intestines and rectum); cancer of the respiratory system (larynx and lung); cancers of the skin and lip (which are easy to treat); and of the reproductive organs (usually the prostate), and mouth.

Learn Danger Signals

One of the most dangerous things about cancer is that pain is seldom an early symptom. By the time pain is felt it's often too late to save the patient. What, then, can be done by the man who wants to protect himself and his family?

First: Have a thorough checkup once a year. This is especially important if you are in the danger period—from age 40 on. Pick a regular time, such as the week of your birthday. Men over 45 should have a chest x-ray twice a year.

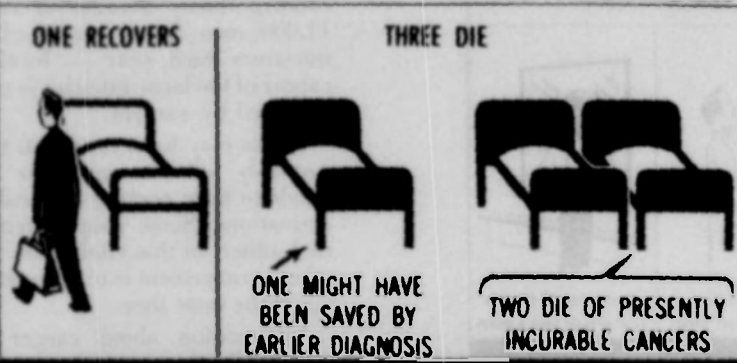
Second: Learn the 7 danger signals which may mean cancer—1. Any sore that does not heal; 2. A lump or thickening, in the breast or elsewhere; 3. Unusual bleeding or discharge; 4. Any change in a wart or mole; 5. Persistent indigestion or difficulty in swallowing; 6. Persistent hoarseness or cough; 7. Any change in normal bowel habits.

Avoid Quack Cures

If you notice any of these symptoms between your annual health checkups, visit your doctor at once. None of them is a sure sign of cancer but any of them could mean cancer.

Third: Don't take "home remedies." There are only two proved ways to cure cancer: radiation and surgery. No home remedy—pills, powders, salves or any "secret" method—ever cured cancer. Such measures may keep you from a reputable doctor until too late.

OUT OF 4 PEOPLE WITH CANCER



GIVE TO YOUR UNIT OF THE AMERICAN CANCER SOCIETY

No. 574-C (Mar)

Don't Be a Statistic

By LANCEY FITZGERALD

Most people dislike statistics. And well they might, when so many statistics have to do with disasters and casualties.

Consider statistics and cancer. More than 40,000,000 Americans now living will at some time develop cancer; it will strike one in every four persons in this country, and two of every three homes.

In 1933 some 250,000 Americans died of cancer, and in the last ten years the toll has been more than 2,000,000, including 300,000 heads of families, and more than 30,000 children. Last year perhaps 30,000 cancer patients who might have been saved died because proper treatment was begun too late. And the disease took the lives of some 3,500 children under 15.

Checkups Important

To have protection against cancer, and ease of mind on that score, have a thorough physical examination at least once a year. Women over 35 should have a pelvic examination every six months. And men past 45 should have a semiannual chest x-ray. If any sign of cancer is noted, early treatment makes cure possible.

The cancer picture does have a bright side. Gains are being made in medical research—in the quest for new ways to control and to cure cancer. From 1934 to 1953, the American Cancer Society devoted more than \$21,700,000 toward the end of keeping you and millions of others from being turned into statistics. With more than a quarter of that money the Society supported research by 1,000 topflight scientists in 152 hospitals, universities, and laboratories.

Gullible's Travels

The American Cancer Society, launching a national fund-raising crusade for \$26,000,000 this April, warns that quack practitioners claiming to have private "cures" for cancer mulct the American public of millions of dollars annually. Gullible patients spend their life savings shuttling from quack to quack in a vain search for miracle cures. Actually no pill, ointment, massage, or electric machine has been proved to cure cancer; the only two successful methods known to the medical profession are surgery and radiation.

Protect yourself. See your doctor regularly. Fight cancer with a checkup and a check.

10,000 Saved Annually

One gratifying gain is that, each year, 10,000 women with cancer of the breast and uterus are now being saved who would have died 10 years ago. This is largely due to earlier detection, the result of a far-reaching campaign of public education carried on by the American Cancer Society. Thus, women have been taught breast self-examination to detect lumps that might be danger signals—and the Papanicolaou test, so valuable in discovering cervical cancer, has been made widely available.

So the cancer picture is changing for the better. No longer is a cancer case to be regarded as hopeless—if it is detected early enough. This year's slogan of the American Cancer Society is: "Fight Cancer With a Checkup and a Check." That's being done by a lot of wise people all over the land. The ACS urges that you do it, too — and don't be a statistic.

PUBLIC KNOWLEDGE OF CANCER GROWS

By HENRY CHRISTMAN

The public's knowledge of cancer has increased significantly and is being put to use.

The number of persons who have had a cancer examination has risen from 14 per cent in 1943 to 31 per cent today.

More men than women are dying of cancer. Women know more than men about the disease.

These and other facts were disclosed in a survey made by American Cancer Society volunteers, involving some 7,000 interviews in 38 states.

Fifty-nine per cent of those interviewed knew at least one of Cancer's 7 Danger Signals, a gain of eight per cent over 1943. The number who could name three danger signals has climbed from 10 to 19 per cent, or just about double.

Danger Signals Learned

There has been a marked increase in specific knowledge of certain danger signals, the study revealed. An improved knowledge of breast cancer symptoms is reflected in an increase from 33 to 35 per cent of persons who gave a lump or a thickening as one of the danger signals. Eight years ago only 15 per cent recognized unusual bleeding or discharge as a danger signal; now 23 per cent do.

Progress is being made in making every doctor's office a detection center. Eight years ago three per cent had detection examinations at clinics and 11 per cent were examined by private physicians. Today, seven per cent are visiting clinics and 24 per cent are getting examined by their own doctors.

More Research Favored

The poll revealed that people are overwhelmingly in favor of spending money for research as compared with other cancer control activities. Sixty-six per cent cited research as the best means of spending public contributions.

The Society automatically allocates at least 25 per cent of all funds raised to research. Reaching the goal of \$26,000,000 this year will mean more than \$6,500,000 for research.

FIGHT CANCER WITH A CHECKUP... AND A CHECK

<p>\$389,095 For Research Fellowships</p>	<p>\$139,404 For Hospital Research</p>	<p>\$150 For One Post-Graduate Fellow Or Five On Long Cancer Care Units</p>	<p>\$45 For One Day's Maintenance Of Patient For Cancer Research</p>
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GIVE TO YOUR UNIT OF THE AMERICAN CANCER SOCIETY

No. 576-B (Mar)

FEAR OF CANCER

By Fred M. Learned

A leading cancer authority has said that one of the great obstacles in saving lives from cancer today is fear. The disease is surrounded by an aura of concern that ranges from superstitious terror to an informed and healthy respect.

Briefly we might look at some of the reasons for this emotion of fright. It has its source in the history of cancer itself. The earliest records show that Hippocrates in 400 B.C. wrote that "cancer of the uterus is incurable." In the next two thousand years authorities hadn't changed their opinion; in 1534 another scholar (Actius) reached the same conclusion. Even on the threshold of the 19th century, the great British surgeon Baillie, in 1793, wrote that "cancer of the cervix terminates fatally."

Not until a hundred years later did any ray of hope for cancer begin to appear. Only then did medical men become convinced that cancer need not always end fatally. It could be cured if detected early and removed completely.

Fear May Be Fatal

A half-century has rolled past since the first hope for cancer patients was propounded. And although the cure rates for cancer have been steadily increasing, the dark hand of fear still leaves its mark on our culture. An American Cancer Society poll, not long ago, showed that nearly half the public still thinks cancer is incurable.

Those without hope are the most likely victims of cancer. When stricken they may refrain from seeking medical help. In fear of learning the truth, they may wait so long that death is inevitable.

But these are not the only ones who pay the price for this traditional, unhealthy fear of cancer. The tax is assessed on all of us. It adds an unnecessary burden on persons whose cancers have been detected in time for cure.

The legacy of cancer fears bequeathed us by our ancestors has another aspect. The unknown always fosters superstitions. Because cancer was cloaked in mystery, dozens of fables arose about it down through the centuries. We are still harvesting this strange

crop today. A study in Massachusetts revealed that most cancer patients connected their disease with some supposed wrongdoing of themselves or their parents. They felt guilty because cancer had stricken them.

Superstition No Help

Cancer's cloak of fear has provided a lurking place for some of mankind's lowest denizens — the quacks and witch doctors who prey upon cancer victims. A Texas study showed that one of the three motivations that sent patients to quacks was fear. They were afraid of cancer, but they were also afraid of the surgeon.

But then, on the other hand, fear can have a constructive side. Some of our leading statesmen believe that fear of the hydrogen bomb and of biological warfare may eventually bring peace to this world. A healthy fear, or respect for cancer, can motivate most of us to practice regular health habits — having a thorough physical examination at least once a year, and knowing the seven danger signals.

CANCER'S DANGER SIGNALS

- 1 Any sore that does not heal
- 2 A lump or thickening in the breast or elsewhere
- 3 Unusual bleeding or discharge
- 4 Any change in a wart or mole
- 5 Persistent indigestion or difficulty in swallowing
- 6 Persistent hoarseness or cough
- 7 Any change in normal bowel habits

None of these symptoms necessarily means that you have cancer but any one of them should send you to your doctor. Cancer is usually curable when detected and treated early. REMEMBER THE DANGER SIGNALS.

FIGHT CANCER WITH A CHECKUP AND A CHECK

No. 574-D (Mar)

EDITORIAL

Checkup and Check

April is Cancer Control Month, as designated by the President and Congress. The volunteers of the American Cancer Society, like the voice of the turtle, will be heard in the land. This year they will chorus a catchy message: "Fight Cancer with a Checkup and a Check." We hope our readers will join the act. It's the greatest lifesaving production ever to come to town. No talent is required, just a desire to live and let others live.

By fighting cancer with a checkup, we can realize the ~~major~~ goal of doubling current cancer cure rates through mass adoption of early detection and prompt treatment. Last year, 60,000 persons died of cancer because treatment was begun too late. It cannot be stressed too often that most cancers are curable if caught in time.

By fighting cancer with a check, we are helping scientists to conquer cancer through research; we are helping cancer patients with a wide variety of comforting services at home and in hospitals; we are helping the ACS to spread lifesaving knowledge of cancer throughout the nation.

So how about a dress rehearsal?

Your cue is to strike back at the disease that strikes one in four; two families in every three. Can you recite the seven danger signals of cancer? Is your checkbook, your wallet, or coin purse close by?

The ACS volunteers are taking the stage.

You're on!

files
ADMINISTRATIVE FILE

American Cancer
Society, Inc.

X

January 12, 1955

Mr. Elmer H. Bobst, Chairman
National Campaign Committee
American Cancer Society, Inc.
521 West 57th Street
New York 19, New York

Dear Mr. Bobst:

We have undertaken, for the coming March of Dimes campaign, to give all possible assistance to that organization. I am sending a copy of the letter and magazine which is self-explanatory.

It is our feeling that we can be most effective by giving concentrated effort to one organization at a time, as you can realize the disposition of our members if they are constantly being asked to contribute of their time and money.

We will be most happy to give to the American Cancer Society next year, the same measure of assistance as we are affording to the March of Dimes now. In the meanwhile, I am turning your file over to our Public Relations staff and you may be sure that they will give whatever magazine space they possibly can.

Yours very truly,

DB:aw



AMERICAN CANCER SOCIETY, INC.

521 WEST 57th STREET, NEW YORK 19, N. Y. • PLAZA 7-2700

MEMORANDUM

January 5, 1954.

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I wish to call your attention to my letter of December 10, 1954. A copy is enclosed for your easy reference.

In order to accomplish the work necessary in preparation for our April campaign, your cooperation is requested in fighting man's cruellest enemy—cancer.

May I hear from you shortly in response to my requests?

Thank you, and we deeply appreciate your help in making the control of cancer possible.

Sincerely yours,

Elmer H. Bobst

Elmer H. Bobst
Chairman
National Campaign Committee

Enclosures



AMERICAN CANCER SOCIETY, INC.

521 WEST 57th STREET, NEW YORK 19, N. Y. • PLAZA 7-2700

December 10, 1954

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COPY

The American Cancer Society has mobilized the medical profession and the general public in a vigorous joint attack against man's cruellest enemy—CANCER.

THE AMERICAN FEDERATION OF LABOR has given its wholehearted endorsement to the American Cancer Society as the enclosed message from George Meany indicates.

In brief, as you undoubtedly know, the American Cancer Society is conducting a three-fold fight against CANCER through R-E-S-E-A-R-C-H, E-D-U-C-A-T-I-O-N and S-E-R-V-I-C-E.

Your most welcome effort last year helped us to reach your members and their families in their respective communities. We again request your support in our next CANCER CRUSADE in April 1955, in the following manner:

1. Endorse the program of the American Cancer Society. (Suggested endorsements are attached. Please return a signed copy on your letterhead.)
2. Publish a story or message about cancer in your March, April or May official journal. (Suggested material is attached.)

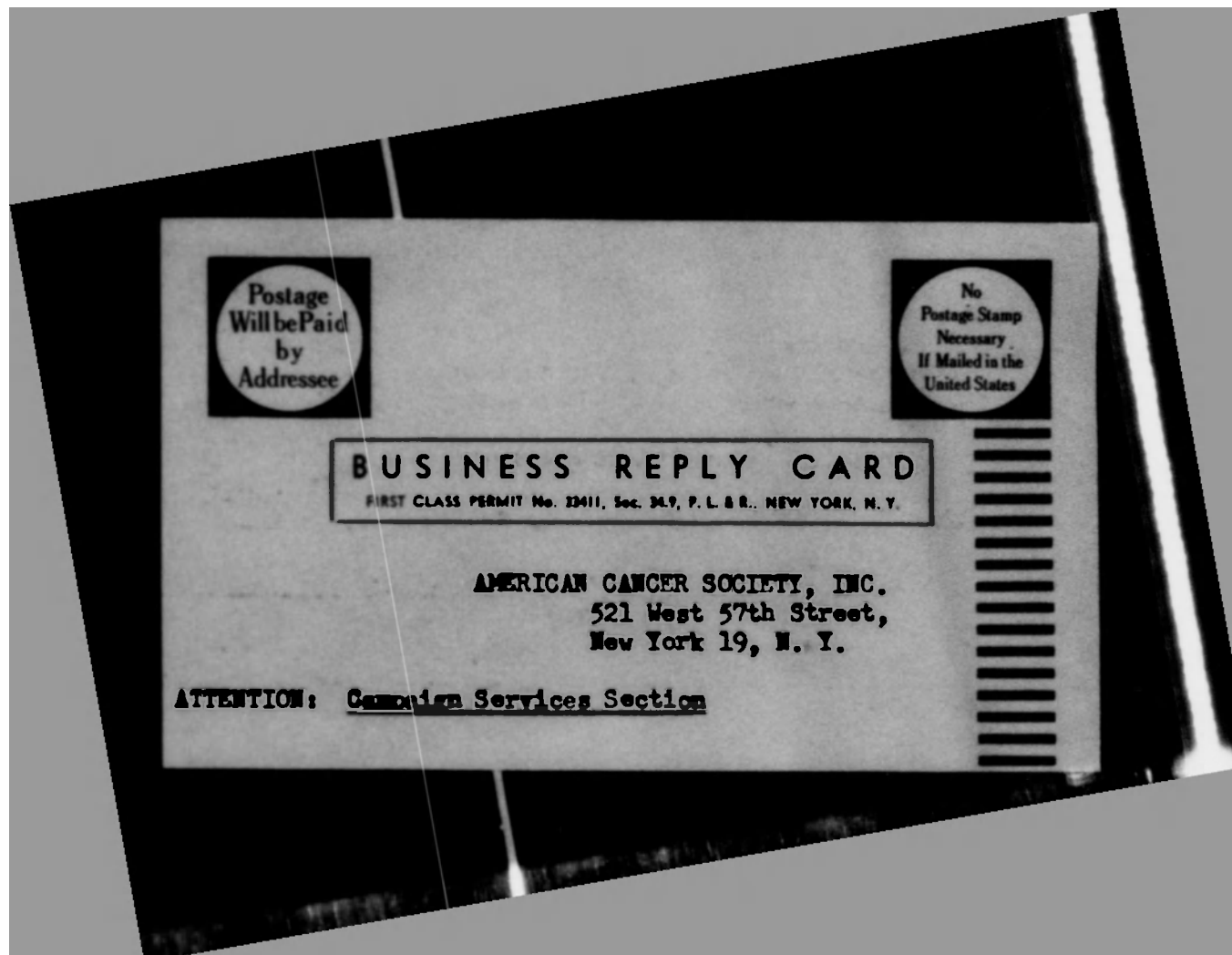
We would appreciate receiving a copy of your publication carrying the "CANCER" story.

Your assurance of cooperation will be greatly appreciated. To indicate how you will cooperate, please check off and return the enclosed post card.

Sincerely,

Elmer H. Bobst, Chairman
National Campaign Committee

(Enclosures)



Dear Mr. Bobat:

We will cooperate by:

1. Endorsing the American Cancer Society campaign. A copy of the endorsement will be sent to you.
2. Publishing the Cancer Story in our

March ☐ April ☐ May ☐ issue

Please check

Yes ☐ No ☐

Yes ☐ No ☐

Name and Title

Union Name

Address



AMERICAN CANCER SOCIETY, INC.

521 WEST 57th STREET, NEW YORK 19, N. Y. • PLAZA 7-2700

December 10, 1954

Mr. Dave Beck, President
International Brotherhood of Teamsters,
Cheuffers, Warehousemen and Helpers of America
100 Indiana Avenue, N.W.
Washington, D. C.

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Sincerely,

Elmer H. Bobet, Chairman
National Campaign Committee

(Enclosures)

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ATTENTION: Cancer Information Section

Dear Mr. Bobet:

We will cooperate by:

1. Endorsing the American Cancer Society campaign. A copy of the endorsement will be sent to you.
2. Publishing the Cancer Story in our

March ☐ April ☐ May ☐ issue

Please check

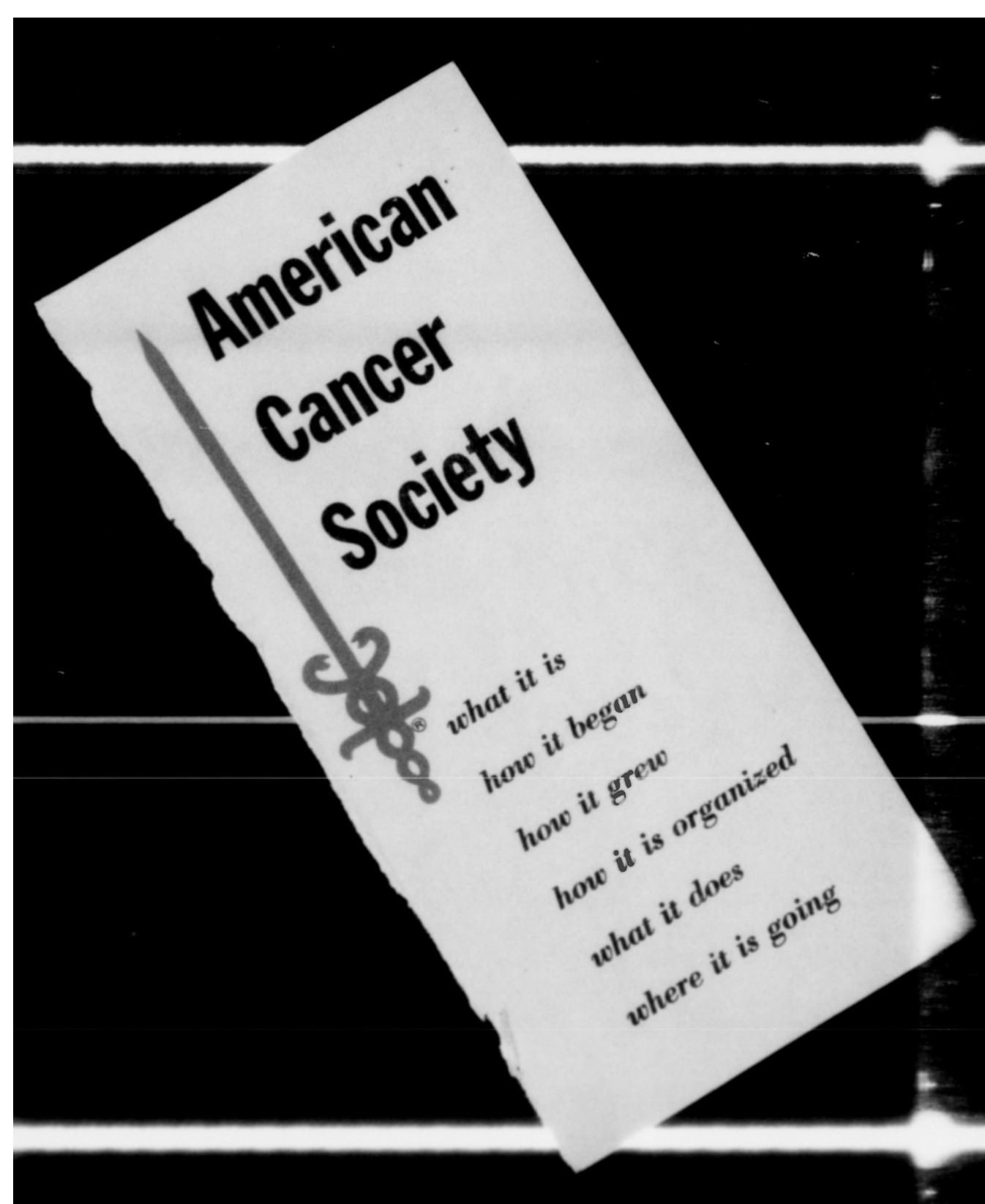
Yes ☐ No ☐

Yes ☐ No ☐

Name and Title

Union Name

Address



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what it is

The American Cancer Society is the only voluntary health agency in the United States devoted to the control of cancer through a comprehensive program of education, service and research. It is supported wholly by voluntary contributions from the public, which in the past year totalled over nineteen and three-quarter million dollars.

The Society, with central offices in New York City, has 80 chartered Divisions in the 48 states, the District of Columbia and the Territory of Alaska, and affiliated organizations in Puerto Rico and the Panama Canal Zone. The Divisions translate the Society's program into action through their own district and county organizations.

A voluntary health agency such as the American Cancer Society is an expression of the democratic belief that each individual has a responsibility for his neighbor and his community. Intelligent, informed volunteers are the key to the success of its program.

The problem of cancer and its control, in spite of many recent advances made against it, is a vast one. Its solution lies in attacking it on the broadest possible front: in educating the public; in keeping the doctor up to date, in supporting facilities for detection, diagnosis and treatment within the reach of all; in carrying on an integrated research program nationally planned, and in training the manpower needed for research in the future.

How much is yet to be done in the field of cancer control is told in the rising cancer

death rate. Every citizen in the country has a stake in the outcome and a right to take active part in the fight. The American Cancer Society provides him this opportunity.

how it began

"There is no force in all the world so great as an idea whose time has come."

—VICTOR HUGO

This is the story of an idea.

Who first had it nobody knows. It probably appeared in the minds of several people somewhere in the early 1900's and it grew there and was discussed. One thing we do know is that some of those people were doctors—doctors faced with a unique problem posed by a unique disease which was taking more and more lives every year. This disease could not be attacked by ordinary public health measures, since it was not contagious, its cause was unknown, and its early symptoms were extremely subtle. Yet, these doctors saw thousands of people of all ages dying from it who did not need to die, and they felt that something must be done about it.

Both the American Medical Association and the American College of Surgeons had appointed committees soon after the turn of the century to explore the cancer problem as it related to the medical profession and to the public. They found the picture a dark one. Many doctors were lacking up-to-date information about cancer, and the

ignorance of the public was almost complete. Cancer was generally regarded as a shameful, terrifying, incurable plague.

In New York in May, 1913, a small group of doctors and laymen took the decisive step of forming a national society for the control of cancer. This was the beginning of a unique voluntary health agency which would henceforward pioneer in fighting the complex problems created by this disease.

The American Society for the Control of Cancer, as it was originally called, soon had the endorsement of the American Medical Association and the American College of Surgeons, with both of which the Society has continued close association.

During its first year, the Society raised \$10,000 by popular subscription and moved into action with the publication of a pamphlet and discussion meetings among women's clubs. This year marked the first appearance of an article on cancer in a magazine with general circulation, *The Ladies Home Journal*.

These were small beginnings, but they were the beginnings of a movement whose force is still growing and gathering momentum. The idea of a national voluntary organization devoted to the control of cancer was "an idea whose time had come."

how it grew

The growth of the American Cancer Society was slow but steady in its early years. To gain recognition on the part of

physicians and laymen of the importance of cancer as a public health problem was the Society's first objective. A number of state and local health departments scattered throughout the country had already shown an interest in the problems of cancer control, and the Society worked closely with these, gradually developing its own branch organizations in several of the states. A concentrated campaign was made to acquaint the general practitioner with latest developments in diagnosis and treatment. At the same time the Society threw its force behind the development of special clinics for the diagnosis and treatment of cancer.

The decade of the thirties saw continued expansion of the Society's efforts in the field of education, both professional and lay, as well as in the development of cancer facilities and services.

Then, in 1936, the Society made an unprecedented move. After the completion of an intensive campaign to alert doctors to the importance of early diagnosis, especially in cancer of the breast and uterus, it found that women were not going to their doctors in time for them to make an early diagnosis. This re-emphasized the need for broad education of the public in cancer and the active participation of laymen in the program. The American Cancer Society attacked this problem by developing, as an intrinsic part of its organization, what is now known all over the country as its field army (at that time called the Women's Field Army)—an army of lay people dedicated, first and foremost, to watchfulness.

for cancer symptoms in themselves and to informing others of the importance of similar watchfulness.

During this period the Society also played an important role, through its moulding of public opinion and the influence of its Directors, in the establishment by Congressional Act of the National Cancer Institute which functions within the U. S. Public Health Service. Congress responded to an increasingly enlightened public, too, by passing a bill authorizing the President to proclaim April as National Cancer Month.

The Society's total budget of \$10,000 in 1913 had swelled to \$133,487 by 1939. But the truly phenomenal growth of the organization in the years following is attested by its 1953-1954 budget of over nineteen and three-quarter million dollars.

This growth was partly the natural outcome of years of pioneering in the cancer field and partly due to the reorganization of the Society in 1944. That year saw the adoption of its present name, American Cancer Society, Inc., and new by-laws under which the membership of its Board of Directors was made up half of outstanding laymen in business and industry and half of professional men, 25 of the 56 members representing the geographical regions into which the Society is divided. Also in this year the Society put on its first large-scale national drive for funds which enabled it to add a comprehensive research program to its programs of professional and lay education and service.

how it is organized

From the Society's national headquarters in New York City the Board of Directors, composed of professional and lay leaders, the Board's Executive Committee and officers of the Society give leadership and guidance to the program developed in the national office and carried out by the Divisions. The work of the national office falls into three general areas: 1) Medical and Scientific - Professional Education, Professional Service, Statistical Research and the Medical Library, 2) Field Relations - Public Education, Volunteer Services to the Cancer Patient, Recruitment and Training of Volunteers and Fund Raising, 3) Administration of the Research Program. The Public Relations Department serves all of these general areas.

Divisions of the Society are grouped together into seven geographical regions throughout the United States in order to facilitate election of members of the National Board of Directors and to assure adequate geographical representation thereon. Similar patterns are followed in electing boards of directors within the Divisions.

The Divisions are the key units in the Society's organization and are in direct communication with the national headquarters. Funds collected in cities and counties within a Division are sent to the Division office and allocated in accordance with relative needs within the Division as a whole. The Division is a unit small enough to be administered efficiently and large enough to warrant its own central organiza-

tion for program-planning to meet the particular needs of its own area.

what it does

The American Cancer Society undertakes to assure the American citizen the largest possible return for his cancer contribution. Since funds are still inadequate, priority must be given to educational, service and research activities which save many human lives, and only a limited amount set aside for direct service or financial aid to individual cancer patients. The appeal for humanitarian service to advanced cancer patients for whom there is no hope of cure is largely met by local service projects carried on by volunteers at virtually no cost.

The contributed funds are spent approximately as follows: 23% goes directly into nationally planned research projects; 15% pays for production of exhibits, pamphlets, movies, and other tools for professional and public education produced nationally; for an expanding national program of fellowships and traineeships in clinical cancer; and for library, statistical, administrative, publicity, fund raising, and special consultative services. 60% stays in the Division where it is raised for program activities within the Division.

Establishment of policy and general planning of program take place at the national level where the Society's Medical and Scientific Committee exerts outstanding professional guidance. The program is put into operation by the Divisions which,

on both state and community levels, maintain the closest possible relationship with medical societies and work under medical supervision.

education of the public

The basic aim of the American Cancer Society is to bring to every person in the country sufficient knowledge about cancer so that he will not lose his life needlessly, as approximately half of present cancer patients do. This is an enormous task, since ignorance of the facts, misconceptions about the disease, superstitions and fears are still widespread and stand in the way of prompt, life-saving action.

The Society uses every means to get cancer facts to the public. Millions of pamphlets—some very short and simple, some on a specific type of cancer, some designed especially for women, some specifically warning against "quack cures," some in foreign languages—are distributed free each year. Motion pictures are shown before church groups and in local theatres. Exhibits of every type are set up in public places, at county fairs, in store windows, at large conventions. Program outlines and speakers are provided to organizations which wish to put on cancer programs. A steady flow of educational material is poured into radio stations and newspapers, and posters are displayed wherever free space is available.

Trained volunteers carry on these activities, along with their continuous word-of-mouth educational campaign among their friends and neighbors.

Although the bulk of the Society's educational effort is aimed at the adult popula-

tion which is in the "cancer age," the importance of educating young people is not overlooked. Material is developed for use in high schools and guidance made available to teachers, so that the boys and girls who will be tomorrow's adults will be equipped to face the cancer problem constructively, both as it concerns them personally and as it affects the community.

professional education

Alongside its lay educational activities the Society has developed a program to keep the professional man informed of all that is currently known about the detection, diagnosis and treatment of cancer. To help the physician - especially the general practitioner - keep abreast of current developments, the Society publishes "CA", a bi-monthly bulletin of cancer progress; it provides medical speakers' bureaus, cancer "refresher courses," motion pictures, slides and monographs, as well as providing exhibits for national, state and county meetings of medical groups. An opportunity for post-graduate study is made available through fellowships and traineeships in clinical cancer, of which 97 were granted by the national organization in 1953.

Advanced training for the specialist is provided through fellowships in special fields, such as exfoliative cytology, in which new diagnostic procedures have recently been developed. A professional journal for the specialist, entitled "Cancer," is published bi-monthly. In addition, the Society assumes leadership in staging national conferences at which top specialists in the cancer field gather to explore specific medical

aspects of the disease. These conferences afford the opportunity for discussion and evaluation of new technical developments which are indispensable to maximum progress in the professional attack on cancer.

The Society's national office maintains a medical library of cancer literature, films and slides which is rapidly becoming the most complete repository of such material in existence. Any physician in the country may refer to this library and make use of its package lending library service which assembles and sends out packets of material in answer to a wide variety of specific requests. A bibliography and digest of current cancer literature is published monthly.

Special grants are made by the Society to support worthwhile educational projects and investigations in the cancer field not otherwise provided for: programs to teach advanced cancer nursing, the preparation of special films, the publication of texts and laboratory manuals, and special studies of factors which influence the effectiveness of cancer education.

The Society's activities in professional education extend to professional groups other than physicians. Dentists, nurses, medical social workers, public health officials and medical educators are also kept abreast of information of concern to them in the cancer field.

professional service

The American Cancer Society, under its articles of incorporation, may not own or operate medical or laboratory facilities, nor actually treat cancer patients, but since the beginning one of its chief purposes has

been to encourage the establishment of adequate cancer facilities and to assist in developing, equipping and maintaining them wherever necessary. The primary facilities for the control of cancer are the diagnostic clinic and the cancer clinic, the latter of which is equipped to treat as well as diagnose the disease. A considerable part of the Society's funds is spent by its Divisions in establishing and supporting these facilities. The number of them has been steadily growing but is still far from adequate. The best medical authorities state that *two and a half times as many* cancer clinics as now exist are needed in this country. Programs for cancer detection are also encouraged and supported—in some areas being carried on in clinics, in others in doctors' offices.

Nationally, the Service Section of the Society makes studies of cancer facilities throughout the country and gives guidance in their most effective operation. Inspection of these clinics and centers is made by the American College of Surgeons and is partially financed through a grant from the American Cancer Society. The Society keeps practicing physicians throughout the country informed of any developments which may improve service to cancer patients, such as the availability of drugs, special diagnostic services and rehabilitation training and devices.

Through its local units the Society maintains cancer information services which form an essential link in the chain of cancer control, since their function is to provide the public with every kind of cancer information, short of giving medical advice.

11 These centers are equipped with general

information and with information on all available local services to which cancer patients can be referred.

Although government support of programs for care of indigent and incurable patients has recently increased, it is still insufficient. Therefore, American Cancer Society Divisions provide such services as their budgets will allow to meet the needs of these patients, through purchase of drugs, paying the maintenance costs of patients near treatment centers, defraying the cost of x-ray and radium treatment and hospital care, providing hospital beds and financing nursing care in the home. The Society does not feel justified, with limited funds, in spending money for the care of advanced patients to the detriment of that part of its program which is instrumental in saving human life. It believes that financial responsibility for the indigent patient should be assumed by government.

lay service

Medically supervised volunteer services supplement the Professional Service program and go far in helping to solve the problems of the chronically or incurably ill. Services provided by volunteer effort include making and distributing cancer dressings; providing transportation for patients to and from hospitals and clinics; maintenance of loan and gift closets from which patients can obtain sickroom equipment and comforts, a home visitor service through which trained volunteers perform helpful, non-professional duties in the home, requested of them by the doctor and

nurse. Since the volunteer is often brought in contact with the cancer patient, special training courses are provided.

research

While much can be done in the fields of education and service to save the lives of many who now die unnecessarily, the ultimate cure for cancer still is hidden somewhere among the test tubes, microscope slides and mouse-cages in the laboratories of research scientists.

Not less than one-quarter of all the funds donated by the public to the American Cancer Society goes into cancer research. The Society itself does not own laboratories or conduct research but serves as an administrator of funds donated for this purpose.

Through the twenty-man Committee on Growth of the National Research Council and its sixteen subsidiary panels made up of 105 distinguished research men, applications for grants-in-aid, fellowships and scholarships are studied and evaluated. Money is granted where it will do the most in the broad field of cancer research. Because of the nature of cancer—its mysterious complexity which remains as elusive as the secret of growth itself—research into it must cover a wide range, including studies in the fields of biology, biochemistry, biophysics, chemotherapy and clinical investigations.

In addition to the grants-in-aid, fellowships and scholarships awarded by the Society following the recommendations of the Committee on Growth, institutional research grants are made by the national organization to provide financial aid to

recognized universities, hospitals and institutes which are carrying on broad cancer research programs.

Since the inception of its research program in 1945, the American Cancer Society has allocated through its national office more than 29 million dollars to cancer research. This has taken the form of 424 fellowships, 1,778 grants-in-aid and 248 institutional research grants, most of which are awarded on an annual basis. The Divisions of the Society, in some cases also give financial support to research projects within their own geographical areas.

In order to avoid any duplication or waste in the total cancer research effort, planning for the Society's research program is carried on in close cooperation with the National Cancer Institute of the U. S. Public Health Service, which maintains its own government-supported research program, and with other agencies operating in the field of cancer research.

In spite of increased interest and support on the part of the public, expansion of research activities and training of scientific manpower in this country are being held back through lack of funds. This is an economy our country can ill afford.

The American Cancer Society will continue to support to the limit of its available resources a carefully planned, comprehensive cancer research and research-training program.

Among the most valuable services the Society provides nationally are those of its statistical research section, which collects

and makes available upon request accurate statistical data on cancer and gives consultative service in the analysis of such data to research workers, doctors, hospitals, state health departments and others concerned. Information collated by this branch serves as a basis for planning the Society's educational materials and programs. Special statistical charts, lantern slides and booklets are prepared for general and specialized use. This section also conducts epidemiological studies to investigate the conditions under which cancer is found, in an attempt to discover new factors which will contribute to control of the disease. It is actively engaged in assisting in the development of an adequate, uniform system of reporting new cancer cases throughout the country. Lack of such reporting through the use of tumor registries is one of the major hindrances to improved cancer control at the present time.

its relation to other organizations

The American Cancer Society is the pioneer organization in cancer control in this country and the only national voluntary agency in the field carrying on a total program of education, service and research. However, the cancer control movement, spearheaded by the Society, could not have progressed as it has, had it not been for the cooperation of every agency and organiza-

tion in the American community concerned with the health and welfare of people.

Since the beginning, the American Cancer Society has worked closely with the American Medical Association, the American College of Surgeons and the U. S. Public Health Service in planning and carrying out its professional program nationally and locally. It has the cooperation of the National Research Council and other distinguished medical and scientific bodies, both in an advisory capacity and as active participants in its work.

Early recognition that the cancer problem extends beyond medical and scientific fields into every segment of the community led the Society to enlist on a broad scale the support of civic-minded, lay groups. Civic organizations, service clubs, business, professional and fraternal groups, industrial, labor and farm organizations, religious, social and educational groups all participate in the Society's program by contributing the advice of their leaders and promoting active cancer control programs among their local units.

In addition to medical, scientific and lay groups which lend broad support to the cancer control movement, there are certain government agencies and private laboratories, hospitals and other organizations which engage in specific activities contributing directly to cancer research or cancer control. Important among these is the National Cancer Institute, whose program of research has already been mentioned. The Institute was established by the United

States Government in 1937, largely as a result of popular demand created by the Society's early crusading efforts.

Besides its research activities, the Institute now has a program of cancer control which includes grants to states to supplement their own cancer control programs, teaching grants to medical schools and the subsidizing of professional training programs. The American Cancer Society works closely with the National Cancer Institute and enters into various cooperative projects with it, such as the production of films and the staging of national cancer conferences.

The American Cancer Society supports the work of competent organizations carrying on cancer research all over the United States, and serves to a considerable extent as a coordinating agent for privately supported activities in the field.

where it is going

It may seem a paradox to point on one hand to substantial advances made in cancer control during the past 40 years and at the same time to point to the steadily increasing cancer death rate in this country which is an inescapable fact. However, both statements are true: enormous progress has been made in cancer control, yet more people are dying of cancer than ever before. One of the most important factors contributing to this situation is the increasing age of our population as a whole. Successful crusades against the diseases of child-

hood and early adult life, such as tuberculosis, which, at the turn of the century, was the leading cause of death, have extended the life span of the average American to 68 years. He pays for the privilege of a long life by suffering the diseases of middle and old age. Cancer is primarily such a disease.

Continued increase in the age of the population is forecast and along with it we can predict an increase in cancer in this country in the years immediately ahead. But it need not necessarily follow that there will be more cancer deaths. With the knowledge and skills we have at hand, thousands of deaths from cancer can be prevented.

The American Cancer Society is concentrating its forces to reduce the number of cancer deaths, in spite of factors at work to increase them. This will be accomplished primarily through intensifying all the educational and service activities which bring about early detection of the disease, adequate diagnosis and prompt treatment. At the same time, the long-range objective of finding the cause and more effective methods of prevention, diagnosis and cure through integrated research activity must be pursued.

Increased efforts are also planned to meet the needs of the half million or more people in this country who already have cancer and face the difficult problems of long-term illness with its physical, emotional and financial burdens. With help made available through the Society, many cancer patients can be rehabilitated and returned to periods of active usefulness in their communities.

Learn to recognize

Cancer's Danger Signals

- Signal 1.* Any sore that does not heal.
- Signal 2.* A lump or thickening in the breast or elsewhere.
- Signal 3.* Unusual bleeding or discharge.
- Signal 4.* Any change in a wart or mole.
- Signal 5.* Persistent indigestion or difficulty in swallowing.
- Signal 6.* Persistent hoarseness or cough.
- Signal 7.* Any change in normal bowel habits.

These symptoms may *not* mean cancer, but any one of them should *always* mean a visit to a physician.



AMERICAN CANCER SOCIETY, INC.
(National Hdqrs., 47 Beaver St., New York 4, N. Y.)



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The work of the American Cancer Society
is supported wholly by voluntary contribu-
tions from the public.



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Washington 1, D.C.

October 25, 1954

Mr. Elmer H. Bobst, Chairman
National Campaign Committee
American Cancer Society
47 Beaver St., New York 4, New York

Dear Mr. Bobst:

With 235,000 Americans slated to die of cancer in 1955, the American Federation of Labor is endorsing fully the program and aims of the American Cancer Society.

It has been pointed out that cancer is a disease that has great personal significance. The greatest safeguard against cancer is a personal alertness to the early signs of the disease. The number of those now saved from cancer each year could be doubled through individual awareness of cancer's danger signals and prompt treatment. One goal of the American Cancer Society program is to teach everyone these facts and to urge them to have frequent medical examinations.

All American Federation of Labor members are urged to contribute generously to the Society's 1955 fund-raising crusade in April and if possible to assist the drive as volunteers.

Sincerely yours,

George Meany
President

American Federation of Labor.

SUGGESTED EDITORIAL

The whole nation will again observe April as Cancer Control Month, so designated by proclamation of the President of the United States and as authorized by act of Congress.

As an organization and as citizens individually, it is our duty to participate. During this month the least we can do is give some personal thought to the problem of cancer.

And when we do, the first staggering fact concerns the proximity of cancer to all of us. The American Cancer Society has pointed out that cancer will strike one in every four Americans.

Let's look at this another way. On the basis of a wager, our chances of some day getting cancer are one in three. For every three persons who escape cancer, there is one who will have the disease.

What happens to the unlucky one in this quartet? Right now his chances of surviving the bout with cancer are just the reverse of his getting it because only one-fourth of those who get cancer today are saved. But twice as many could be saved if the disease were detected early and promptly treated. This represents about 75,000 lives a year that are lost needlessly right now.

Eventually research will find a means of saving many more lives and perhaps all of them. These two goals -- saving more lives today and eventually conquering cancer completely -- are the American Cancer Society's objectives.

We sincerely urge everyone to observe Cancer Control Month and to support the 1955 Crusade of the American Cancer Society.

####

CANCER MESSAGE FOR LATER PUBLICATIONS

In an effort to halt the annual needless deaths of 30,800 men and women, the American Cancer Society this year is placing major emphasis on three of the most common forms of cancer — lung, breast and uterus.

Last year these three types of cancer took a total of 59,000 lives — lung 24,000, breast 20,000 and uterus 15,000. But 30,800 of them could have been saved had the disease been detected earlier and treated promptly.

In placing special emphasis on these sites without slackening its fight against all forms of cancer, the Society seeks to measurably reduce the cancer death rate. "Success depends," Dr. Charles S. Cameron, ACS Medical and Scientific Director, said, "on the total participation of every man and woman".

ACS statistics show that with one alarming exception the major sites of cancer are no longer increasing substantially as a cause of death. The exception is lung cancer which last year took the lives of 20,000 men and 4,000 women.

Other sites of cancer are leveling off as major killers and substantial gains have been made against cancer of the uterus. As a result, the death rate from cancer among women between 25 and 75 has shown a decline of 10 per cent during the past decade.

The American Cancer Society expects that the attack against cancer of the breast will soon be reflected in dropping death rates. The key to this effort to save lives is the technique of breast self-examination which teaches women to examine their breasts once a month for tiny lumps or irregularities which might mean the start of early and probably curable cancer. While local cancer of the breast can be cured in seven out of ten cases, today fewer than four out of ten are saved.

The progress against cancer of the uterus will be speeded when the Papanicolaou smear method of detection is more widely used. This is based on the discovery that even early cancers shed cells in body fluids. These cells can be picked up in a vaginal smear from which a slide is prepared and examined under the microscope by specially trained technologists. Cancers so early that they show no other signs have been discovered by this method. Women over 35 are urged to have pelvic examinations twice a year.

The problem of lung cancer probably is the greatest challenge facing cancer control efforts. A relatively rare disease 40 years ago, cancer of the lung is now a major cause of death. Only about five per cent of all lung cancers are cured today but with early detection and prompt surgical treatment this figure could be changed to at least 50 per cent, most authorities believe.

Early lung cancer can be detected by x-ray. The "silent shadow" of cancer of the lung shows up when the disease is most easily cured.

- 2 -

The ACS program advises men to have annual chest x-rays along with a thorough physical examination. Men over 45 should have two chest x-rays a year because the heaviest incidence of lung cancer begins to occur at this age.

"If every man and woman had regular examinations and received prompt and proper treatment," Dr. Cameron said, "another 44,200 men and women could be saved each year from other types of cancer, bringing the total to 75,000.

"With increasing vigor, labor organizations are helping the Society in its effort to save lives — by spreading the Society's life saving facts among workers and by impressing upon membership the importance of regular health examinations.

"By working together, the medical profession and the worker are pressing forward in the fight against cancer. By a little more effort we can press forward more rapidly."

####

SUGGESTED ENDORSEMENT

With 235,000 Americans slated to die of cancer this year, the
is endorsing fully the programs and
aims of the American Cancer Society.

The American Cancer Society is the only major organization in this
country that wages a three-point attack on cancer. Scientists aided by ACS
funds are laboring to discover the cause and cure of cancer; doctors and
experts are campaigning vigorously to educate the public about cancer, to
the urgency for early diagnosis and immediate treatment; ACS volunteers go
into the homes to render service to the victims of cancer.

The American Cancer Society provides leadership in the fight
against a disease that eventually will strike one out of four Americans if
present rates continue. As long as this terrible threat exists we must all
lend our firm support to the American Cancer Society's program of cancer
control. We urge all members of the
locals to participate in the American Cancer Society crusade in their com-
munities and to give generously to the 1955 campaign.

(You may make any changes you desire or write your own endorsement. Please
retype the endorsement you select on your own letterhead.)

ADMINISTRATIVE FILE
American Cancer Society
X
X

March 1954

C
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P
Y

Mr. Elmer H. Bobst, Chairman
National Campaign Committee
American Cancer Society, Inc.
47 Beaver Street
New York 4, New York

Dear Mr. Bobst:

Cancer this year will snuff out the lives of a quarter-million Americans. As large as that number is, the American people owe thanks to the American Cancer Society that it is not much larger.

I urge every member of the International Brotherhood of Teamsters to respond generously to its annual appeal being held this April.

Largely through programs of the American Cancer Society, science has developed medical techniques to arrest and eradicate cancer that offer hope of eventually conquering the dread disease.

Countless lives have been saved by attacking cancer at its early stages. For this we are indebted to the Society's vast and continuing effort to educate the public about symptoms and cures of the rampaging killer.

I know that many Teamsters all over the country have volunteered their help during past fund raising crusades. I hope that even more will offer their help in this year's effort.

Sincerely,

Dave Beck
General President



AMERICAN CANCER SOCIETY, INC.

47 BEAVER STREET, NEW YORK 4, N. Y. • HANOVER 2-3277

January 26, 1954.

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Mr. Dave Beck, President
International Brotherhood of Teamsters,
Chauffeurs, Warehousemen & Helpers of America
100 Indiana Avenue, Northwest
Washington, D. C.

Dear Mr. Beck:

This is to call attention to my letter of
December 28, 1953 which you apparently have been too
busy to answer. For your easy reference I am enclosing
another copy.

In order to accomplish the work necessary in
preparation for our April Crusade I do hope we will hear
from you shortly. The need for all-out cooperation in
fighting man's cruellest enemy is of utmost importance.

We deeply appreciate your help in making the
control of cancer possible.

Sincerely yours,

Elmer H. Bobet
Chairman
National Campaign Committee

Enclosures:

1. Endorsement George Meany, Pres. A.F. of L.
2. Suggested endorsement
3. Suggested editorial
4. Suggested cancer message
5. Return postcard
6. Copy of letter of Dec. 28, 1953.



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Washington 1, D. C.

November 5, 1953

Mr. Elmer H. Bobat, Chairman
National Campaign Committee
American Cancer Society, Inc.
47 Beaver Street
New York 4, N. Y.

Dear Mr. Bobat:

One of the most critical public health problems menacing our nation today is cancer. This ruthless killer, according to the American Cancer Society, will take the lives of an estimated 230,000 Americans in 1954.

The American Cancer Society was the pioneer in the nationwide fight against cancer. Its program over the past decade has been reflected in cancer cures that were impossible 10 years ago together with a much more widespread public enlightenment about cancer. The American Federation of Labor urges all of its affiliated organizations and their members as civic minded citizens to support it with generous contributions and if possible as volunteers during the 1954 fund-raising crusade next April.

Sincerely,

George Hart
President,
American Federation of Labor

SUGGESTED ENDORSEMENT

One in every five members of the will some day be struck by cancer. This fact alone might provide sufficient reason for our endorsement of the programs and aims of the American Cancer Society.

There are two further facts which literally compel our endorsement.

First, the fact that cancer will strike in the immediate families of half our members, bringing tragedy, suffering and heartache. This is something which cannot be reckoned in workdays lost or in dollars and cents.

Second, the nature of the American Cancer Society itself claims our endorsement. It is the only national organization -- supported by gifts -- with research, education and service programs seeking to save lives from cancer. It is the organization which has taken the lead in combatting this serious problem.

Therefore, the urges its members and all affiliates and locals to support to the fullest the American Cancer Society's 1954 program. As civic minded citizens in their communities, they can set a good example by contributing to the American Cancer Society crusade.

(You may make any changes you desire or write your own endorsement. Please retype the endorsement you select on your letterhead.)

SUGGESTED EDITORIAL

The month of April again has been designated as "Cancer Control Month". This is a time when we all should pause to remind ourselves that the menace of cancer is still increasing, having risen from eighth place as a cause of death at the turn of the century to second place today.

All of us who are concerned with striving to improve our way of life must realize that the tangible gains of better working conditions, better income and a higher standard of living are academic without sound bodies to enjoy them.

We are vitally concerned in helping to reduce and wipe out the threat of cancer that statistics show will eventually strike one in every five Americans unless the present incidence is altered.

How can we do this? Each of us personally and our organized groups collectively can lend our help in the educational and fund raising programs of the American Cancer Society.

During the current Crusade, we are asked to participate especially in learning the facts about cancer, having frequent physical examinations and learning cancer's seven danger signals. In this way we can safeguard ourselves and the lives of our loved ones. Early cancer is frequently curable. Cancer discovered too late is almost a certain death sentence.

We sincerely urge you to cooperate in the 1954 Crusade of the American Cancer Society.

CANCER MESSAGE FOR LATER PUBLICATIONS

The American Cancer Society's objective of "saving lives today" is focusing its attention this year on lung cancer which killed 22,000 Americans -- 19,000 of them men -- in 1953.

Dr. Charles S. Cameron, American Cancer Society medical and scientific director, said that the failure to check a sharp rise in lung cancer deaths is an important reason for the over-all increase in the cancer death rate.

He disclosed that the death rate for cancer among women is declining and that the unprecedented rise in lung cancer is chiefly responsible for a continuing increase in the cancer death rate among men.

Dr. Cameron said: "We are gaining ground on cancer but not fast enough". He pointed out that all other sites of cancer, if increasing at all, are doing so only slightly. He said: "Three factors, the total population increase, the lengthening life span and the sharp increment of lung cancer, are operating to produce cancer faster than our present pace of control can keep up with".

"This may be summarized", he said, "simply by saying that one's chances of being cured of cancer today are somewhat better than they were 20 years ago, but one's chances of getting cancer today are significantly greater than they were 20 years ago".

Cancer of the lung, which is being cured in only about five per cent of cases, might be cured in 50 per cent of cases if the disease is detected early and adequate treatment given in time.

This is one of the sites of cancer that doctors can do something about as a result of early detection. Five other sites of cancer also would show marked improvement through a program of regular physical examinations, according to Dr. Cameron. He has pointed out how the present cure rates could be changed if a nationwide effort to check cancer early is successful.

The other five sites and the present and potential percentages of lives saved are: uterine cancer, which is presently cured in 30 per cent of cases but could be cured in 70 per cent; breast cancer 35 and 75 per cent; rectal cancer, 15 and 70 per cent; and skin cancer, 85 and 95 per cent.

In addition to regular physical examinations, it is suggested that everyone should be alert for early signs of cancer. One way to do this is by learning cancer's seven danger signals. They are:

1. Any sore that does not heal.
2. A lump or thickening in the breast or elsewhere.
3. Unusual bleeding or discharge.
4. Any change in a wart or mole.
5. Persistent indigestion or difficulty in swallowing.
6. Persistent hoarseness or cough.
7. Any change in normal bowel habits.

Any of these signs do not necessarily mean cancer, but they should mean an immediate visit to your doctor, the American Cancer Society says.

Labor organizations are helping the American Cancer Society more and more in spreading its educational message.

Through widespread education, the medical profession and laymen are pressing forward jointly in the fight against cancer.



AMERICAN CANCER SOCIETY, INC.

47 BEAVER STREET, NEW YORK 4, N. Y. • HANOVER 2-3277

December 28, 1953.

C O P Y

The American Federation of Labor supports the American Cancer Society's vigorous fight against mankind's cruellest killer — CANCER — as the enclosed message from George Meany indicates.

This fight is being waged on three fronts:

1. Public Education - The number of lives saved from cancer could be doubled this year by early detection and prompt treatment. Thirty million pamphlets of cancer's seven danger signals, thousands of exhibits, films, newspaper and magazine articles, radio and TV programs urging frequent medical examinations were produced last year.
2. Research - The attack on cancer by American Cancer Society research last year totaled more than 325 research grants costing about \$5,000,000 — to find new methods of cure and to seek the causes of cancer.
3. Service - Constantly improving professional and lay service to cancer patients. (Last year more than 11,000,000 cancer dressings were distributed without charge; trained nurses were provided for home care; in many areas drugs and medical supplies were given to cancer victims, etc.)

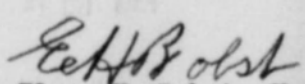
Your cooperation for 1954 in bringing the message about cancer to all of your members in one or both of the following ways will be appreciated.

1. Endorse the program of the American Cancer Society. (Suggested endorsement is attached. Please return a signed copy on your letterhead.)
2. Publish a story or message about cancer in your March, April or May official journal. (Suggested material is attached.)

We would appreciate receiving a copy of your publication carrying the "CANCER" story.

Your assurance of cooperation will be greatly appreciated. To indicate how you will cooperate, please check off and return the enclosed post card.

Sincerely,


Elmer H. Bobst, Chairman
National Campaign Committee

Enclosures - 6

February 27, 1953

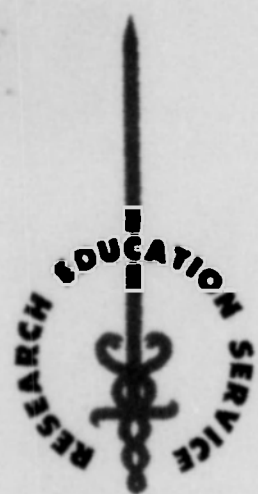
OF THE GENERAL PRESIDENT

letter from the American Cancer
referred to your office for

Fraternally yours

John F. English
JOHN F. ENGLISH

*No answer until
correspondence
closed 5-13-53.*



AMERICAN CANCER SOCIETY, INC.

47 BEAVER STREET, NEW YORK 4, N. Y. • HANOVER 2-3277

February 18, 1953

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Mr. J. E. English, Secretary
International Brotherhood of Teamsters, Chauffeurs,
Warehousemen and Helpers of America
222 E. Michigan St.
Indianapolis 4, Indiana

Dear Mr. English:

Your help is needed to fight cancer. Will you
please refer to my letter of January 21 since we have not
received any answer from you.

Sincerely yours,

Elmer H. Bobst

Elmer H. Bobst
Chairman
National Campaign Committee